

PARKER  
PEN

# SHOPTALKER

12 January 1981

for  
Parker Pen  
Employees

Issue 1035

Parker's consolidated net earnings for the first nine months ending November 30 were down fractionally from last year because of the effect of foreign currency translation losses. Sales were 11 percent over the same period a year ago, according to an announcement made January 9.

Consolidated net sales for the nine months increased from \$498 million to \$550.5 million this year. Consolidated net earnings decreased to \$31.7 million, or \$1.87 per share, after the effect of increased foreign currency translation losses of \$.06 per share, compared with \$31.8 million, or \$1.89 per share, in the same period a year ago. Net sales for this year's third quarter were up 11 percent from \$182.7 million to \$202.9 million. Consolidated net earnings for the quarter were slightly up to \$14.7 million from \$14.6 million after the effect of \$1.4 million, or \$.08 per share, in foreign currency translation losses.

GEORGE PARKER, Board Chairman, and E. WILLIAM SWANSON, President and Chief Executive Officer, said that the strength in the Writing Instrument Group's third quarter results was quite reassuring in that the operating income was up 22 percent over the same period a year ago. Although Manpower earnings were down for the third quarter, the decrease was due completely to increased foreign currency translation losses.

Parker last month opened a writing instrument showroom and service repair center in Guangzhou (Canton), People's Republic in China. Parker is the first American consumer durable goods company to establish such a facility inside the Great Wall. Parker products are not directly sold in China, however, they are popular imports brought in by Chinese travelers from Hong Kong and other areas.

Because of the great demand already shown by the Chinese, the government has ordered Parker refills which it is offering to the hundreds of Chinese from throughout the country who have requested them.

Parker was featured on the Business News page of the Milwaukee Sentinel in an article titled, "Parker Pen committed to quality," December 26, 1980. The article covers the financial success of Parker and its position as world's leading manufacturer of writing instruments, as well as the world's largest supplier of temporary help services.

Another article, in the Milwaukee Journal on January 4, written by Dave Beal, the Journal's Business Editor, recorded Parker as being the sixth most profitable stock of 1980 among companies that are either based in Wisconsin or have substantial employment in the state, such as Clark Oil, Kimberly-Clark, Bucyrus-Erie and others.

## PEOPLE TALK

WAYNE J. FULLER (Supervisor, Analytical Laboratory, Quality and Manufacturing Services) marked his 30 years at Parker on January 8. Congratulations, Wayne.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

19 January 1981

Issue 1036

A number of product, personnel and marketing program announcements were made at regional sales meetings around the country in mid-December. PRODUCTS: In an effort to separate the consumer's perception of Parker's high lines from mid and lower line products, two distinctively different brands with unique images have been established -- the Jotter brand and the Parker brand. The Jotter brand will include "every day, affordable, quality" products -- each in plastic and stainless steel -- such as the Jotter Ball Pen and Pencil (formerly the Special Jotter products), the Jotter Roller Ball Pen (formerly the Floating Ball Special), the Jotter Fountain Pen (formerly the Parker 15) and the newly introduced Jotter Fiber Tip Pen in fine and medium porous points. Also in the Jotter line will be all-stainless steel products such as the Jotter Stainless Steel Ball Pen and Pencil (formerly the Flighter Jotter set), the Jotter Stainless Steel Roller Ball Pen (formerly the CT Floating Ball) and the Jotter Stainless Steel Fountain Pen (formerly the 45II, but with a chrome, instead of goldplate, clip). Big Red products and service merchandise make up the rest of the Jotter brand.

The Parker brand, in contrast with the Jotter brand, will include products to be positioned as symbols of status and achievement. Products currently within the Parker brand category are the 75, 180, Classic, 50, 25, Ms. Parker merchandise, the Heritage Collection products and desk sets.

PERSONNEL: Each of the above mentioned brands has been assigned a brand manager, with STEVE HEIM managing the Jotter Brand and DAVID MAY, the Parker Brand. ROBERT FERNHOLZ has been named Eastern District Sales Manager, and MIKE CANFIELD has been appointed Southern District Sales Manager. ROBERT MC LAUGHLIN has been advanced to Manager of Sales Service, up from Manager of Domestic Order Processing. PROGRAMS: Through manufacturing efficiencies, the Jotter Roller Ball Pen has been reduced in price from \$4.98 to \$3.98, making the popular former Special Floating Ball more competitive with other products. Also, to better separate the identity of Jotter products, a new and bold Jotter logo type has been designed, with emphasis on the word Jotter over the brand name Parker. To show the new Jotter line on counters, a new 360° revolving display, featuring a demonstrator Roller Ball Pen with pad, pilfer-proof construction and the new Jotter logo, has been created and is now available to the sales force. The new display holds 54 boxed and 30 individual Jotter line products.

MAUREEN O'DONNELL has been hired as an Employment Representative in the Personnel Department. She graduated from the University of La Crosse, Wisconsin, with a bachelor of science in business administration in 1980, and worked as a personnel services intern for the UW-La Crosse personnel department.

## PEOPLE TALK

FRANCES J. BLY (Data Collection Clerk, Order Processing Department) has an employment anniversary on January 24. She has worked for Parker for 30 years.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

26 January 1981

Issue 1037

The hostage release agreement between the United States and Iran was signed by Warren Christopher, Deputy Secretary of State, using a Parker Roller Ball Pen, formerly the Special Floating Ball. THE CHICAGO TRIBUNE, along with hundreds of other newspapers across the country, ran the AP Laser photo of the historic moment. The photo focused on Mr. Christopher's hands signing with the Parker.

A report issued by the Writing Instrument Manufacturers Association stated that export sales of mechanical and marking instruments and parts rose 8.6 percent during the first nine months of 1980. The exports for the period totaled \$100.9 million compared to the \$92.9 million for the same period last year. The total exports for the year 1979 were \$129.2 million. The nine-month report shows that the greatest increases were in the export of pen and mechanical pencil parts which rose from \$17.2 million in 1979 to \$26.1 million in 1980.

Several promotions have been announced recently by WILLIAM FAUSAK (Director of Corporate Internal Audit). MARVIN J. PIEROG, JOHN R. JACKSON and SHANE OLOHANTY have been named Supervising Senior Auditors. MIGUEL MENDEZ has been promoted to the post of Senior Auditor, up from Operational Auditor. The Corporate Internal Auditing Department is a Corporate Staff function reporting to AL DIOTTE (Executive Vice President-Administration).

JERRY SOMMERFELDT has been promoted to the position of Manager, Accounting Services. He will report to DAVE REINERT (Controller for the North American Area). Reporting to Jerry will be General Accounting, Payroll/Accounting Data, and Budgeting/Financial Analysis.

DENNIS PORTER has been advanced to General Accounting Supervisor. He will be reporting to JERRY SOMMERFELDT (Manager, Accounting Services). Reporting to Dennis will be the Accounts Payable Staff and the General Ledger clerical staff.

A number of Parker employees have been recognized in the local news recently. ROBERT COLLINS (Corporate Secretary) has announced that he is a candidate for the Janesville Board of Education. He is seeking his sixth three-year term. Also, THOMAS STEHURA (Programmer Analyst) has filed his nomination papers for the city council. Another Parker employe serving the community is ISABEL MILLARD (Executive Secretary) who has been elected secretary-treasurer of the Jeffris Family Foundation, Ltd., a non-profit, philanthropic organization.

The fourth National Handwriting Day was marked on January 23, John Hancock's birthday, and to commemorate the occasion, Americans were urged by WIMA, sponsor of the publicity program, to join the "Great Scrawl-Out" and take an Anti-Scribbling Pledge. The pledge was to avoid scribbling a single illegible word that day. Write on!

## PEOPLE TALK

DONALD L. SPRY (Shipping Department) will reach his 40-year mark of employment on January 29. Congratulations Don!

PARKER  
PEN

# SHOPTALKER

2 February 1981

for  
Parker Pen  
Employees

Issue 1038

A "Parker Charter" has been written by WILLI SIEBERGER (President, Writing Instrument Group). The Charter was conceived by Sieberger in response to the formation of the Group as a separate operating entity within the corporation.

The Charter initially went to Area Managers to give them guidance on the role of the Group within the corporation. The five main points are intended as a frame of reference for the Areas to help consistently present Parker and the Parker brand throughout the world.

The "Charter" reads:

Parker is a worldwide producer and marketer of personal accessories. It is our mission to heighten and strengthen our identity for both product quality and business integrity. Operationally we are committed to foreseeing trends -- to lead the market and expand our role through excellence in products and service, consistently providing full value and satisfaction to our customers. We shall:

1. Establish a clear brand identity which can be understood by every consumer worldwide. It will be an identity in which we take pride.
2. Produce products of the highest quality standard and provide customer service that is prompt, efficient and generous.
3. Assure in every marketing action -- be it advertising, packaging or distribution -- that our brand is always positioned as being independent, dominant, exclusive, consistent, valuable and self-assured.
4. Provide our clients with perceived value -- "A Partner You Can Trust" -- when they deal with our products and our Company.
5. Provide our customers with perceived value -- "A Brand You Can Trust" -- when they purchase our products.
6. Think and act as a worldwide team, consistently presenting ourselves as Number One in personal accessories.

Four newly appointed Canadian account managers attended their first Parker sales meeting the first week in January in Montreal conducted by JEAN DENIS, recently appointed Sales Manager-Eastern Canada. The four are EUGENE MC DONALD (Atlantic provinces), RAYMOND PELLETIER (Quebec), YVON SIMARD (Montreal-East) and GUY MARTIN-LAVAL (Montreal-West and Ottawa). During this conference and other meetings held the same week in Toronto and Vancouver, Canadian account managers heard about plans for Parker's next fiscal year and a number of other sales-related topics.

## PEOPLE TALK

AGNES E. CUMMINS (Final Assembly) will note her 40 years at Parker on February 7. Congratulations Agnes!

PARKER  
PEN

# SHOPTALKER

9 February 1981

for  
Parker Pen  
Employees

Issue 1039

Parker Pen will be entering the computer age of office equipment with the installation of Word Processing Equipment, according to BRUCE LAUTENSCHLAGER (Communications Coordinator, North American Area Finance). The first step of the four-phase operation, under NAA Finance, has been completed. The Personnel Department has incorporated a WANG 125-A Office Information System which offers a more efficient way to process, store and edit typewritten information. The second step is to expand the system by April to remaining operations. The third is to make the system available on a limited basis to the Court Street office building, and the final step is to provide it on an unlimited basis to Janesville operations. The first computer is in a room adjoining Arrow Park's former cafeteria, and the second will be in the lower level of building two at Court Street. The computers will be able to "talk to" each other and perform an assortment of tasks, such as transfer of information between Arrow Park and Court Street. Plans call for installation of the complete system by July.

The complete evacuation of the second floor to other areas in the Court Street building has been completed. Demolition of the second floor begins February 9. Dates for furniture arrival and full occupation of the first floor now completed, have not been established because of delays in office furniture delivery. The whole building is tentatively scheduled to be finished and furnished by August 15.

February 8-14 has been designated Letter Writing Week in Fond du Lac, Wis. During the week, the city's citizens and students will be encouraged to write more letters to recognize the importance of communication and good writing habits. The Letter Writing Week stems from a four-year project by the staff members of the Fond du Lac school district to improve the writing skills of all students. A special hand-stamped postmark has been created, along with a number of other events, to help stimulate letter writing that week. Parker has supported the project by sending information about writing instruments, a letter of endorsement to the President of the City Council, and a copy of the "History of Writing" film. The half-hour film, produced by Parker Pen International, London, will be shown on two cable television stations twice a day during the whole week.

ANTHONY J. LAMMERS has been hired as an Account Manager for the Eastern Region. Lammers graduated with a bachelor of science in economics from the University of Richmond-Virginia in 1978. He previously worked as a salesman for Jefferson Standard in Richmond where he resides.

MARTIN E. WACHA has been promoted to the position of Continuation Engineer in the North American Product Development Department. He was previously Senior Designer and has been with Parker for more than fifteen years.

E. WILLIAM SWANSON (President and Chief Executive Officer) recently responded to a laudatory letter from a veteran Parker T-Ball Jotter user, who has used his since he was a high school senior in 1961. Dennis Lowe, of Jacksonville, Fla., proclaimed: "I have tried many other pens but have never been satisfied with any other. Please keep up the good work."

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

16 February 1981

Issue 1040

On February 11 the company signed a definitive agreement for the sale of Panoramic's Sintered Specialties Division to the group of local investors with whom it had reached an agreement in principle in December. The closing of the sale is to take place on February 28. JAMES A. LEIDICH (Executive Vice President and Treasurer) reported that Parker is making the sale because the business of the powdered metals division does not fit into Parker's current corporate direction--temporary help and writing instruments.

There has been considerable pickup of the Associated Press laser photo of Deputy Secretary of State Warren Christopher signing the document with a Parker Roller Ball Pen that freed the 52 American hostages in Iran. Over 250 newspapers and magazines have utilized the photo. Some of the larger-circulation newspapers which carried it were the New York Times, the Chicago Tribune, the Los Angeles Times, The Dallas Texas Times Herald, the London England Times, and Time Magazine. Most of the photos were placed from the United Press International and Associated Press lines which carried the stories on their news wires. All of the U. S. television networks used the film and tape clips of Christopher signing the document.

HANS PLUEGER (Managing Director of Parker's German company) reports that the introduction of the Parker 15 fountain pen for students was a success in the German market. He notes that more than 130,000 units were sold within the first eight months of introduction, with many of the sales to students in high school and apprenticeship programs. He reports that a national promotional sweepstakes, targeted at the youth groups, helped draw considerable interest in the product. Students were invited to register for the national drawing at dealers which offered the Parker 15. The prizes: mopeds and disco roller skates emblazoned with the Parker 15 logotype in red, white and blue. The Parker 15 is manufactured at Parker's French company at Meru near Paris.

Those who question the future of handwriting in times of increasing reliance on electronic communications should note the personal handwriting of a famous person has value in more ways than one. A manuscript of Leonardo da Vinci's thoughts on water and cosmology was recently purchased by Dr. Armand Hammer, the U. S. oil magnate and avid art collector. Hammer paid \$5.2 million for the collection of writings and drawings by the 17th century master and intends to display them for all scholars and artists. Carlo Pedretti, Professor of Art History at the University of California, Los Angeles, influenced Hammer to buy the manuscript. Pedretti recently sent MATT GREEN (Marketing Communications & Production Manager) photographs of da Vinci's own designs of fountain pens which were included in that manuscript. The professor also wrote that he uses a Sterling Silver Parker 75 with a fine italic nib.

## PEOPLE TALK

VERONICA J. THOMPSON (Gold Nib) marks her employment anniversary of 35 years at Parker on February 18.

PARKER

PEN

# SHOPTALKER

23 February 1981

for  
Parker Pen  
Employees

Issue 1041

In the February issue, MONEY MAGAZINE ranked Parker Pen 464th of the 1,526 stocks listed during 1980 on the New York Stock Exchange based on performance of the market value of the stock over a year's time. Parker was listed at \$15.13 per share at the close of the last day of trading in 1979 and at \$20.50 on the last day of 1980--an increase of 35.5 percent. Two other publicly traded firms with headquarters in Wisconsin listed higher than Parker--Clark Oil at 107th and Giddings & Lewis at 212th. The magazine's ranking showed that about 1,000 of all companies listed indicated at least some increase in per-share value. The big losers on the list--MGM Grand from \$21.50 to \$8; Massey-Ferguson from \$10.25 to \$3.75; and dead last, Seatrain Lines from \$6.63 to \$2.13.

An innovative program has been initiated throughout South American distributor markets this year by the Parker Latin American Area marketing team. A Parker Brasil-produced Classic ball pen in a smoked-chrome finish has been offered with a lifetime supply of free refills. The promotion is called "Infinitum," and all refills carry the program's logotype. Empty cartridges must be returned to the dealer in order to receive the new refill. ROGER AXTELL (Vice President, Latin American Area) emphasizes that the program was designed for the exact opposite effect of a "price-off" promotion. "It conveys to the consumer the Parker characteristics of quality, longevity and extraordinary," he said.

In addition to the lifetime free refills, the Parker "Infinitum" is sold with the understanding that the company guarantees to correct, without charge, any defects in material or assembly that occur during the first year after the product is purchased. New maroon boxing with a large Parker silver logo on front is another adjunct to the program. THEO HUNTE (Marketing Services Manager, Latin American Area) reports, "This was designed to improve logo awareness. Put five boxes together and the arrow dominates the presentation area."

Parker Pen Canada Ltd., used the platform of the 1981 Canadian Specialty Advertising Show, Toronto, in February to introduce a new promotional writing product called "Multy." "We describe 'Multy' as an executive toy or puzzle," explains DAVID LINDSAY (Director of Marketing and Sales). "It is a four-ink-color pen that assembles into a module challenging the user to take it apart and put it back together." Mr. Lindsay notes that the plastic puzzle-pen is perfect for the imprinting of corporate logotypes or various advertising messages. It is packaged in a transparent plastic cylinder in which the giving company's identifying trademarks can be enclosed, allowing the container to resemble any of the firms' product containers like a soup can, oil filter, or flashlight battery. Multy is produced by Parker, Spain. It was designed by Parker's Development Center in Baden-Baden, Germany. It is offered to U. S. business clients through Parker-Garrick, Inc., Dallas.

STAN DOVEY (Managing Director of Parker Pen Limited, International, London) will visit Parker from February 21 through 24. Also arriving the same day is ROBERT BARNESLEY (Financial Manager-Europe/Africa/Middle East Area). He will depart February 27.

Manufacturing operations at Arrow Park will be closed on February 26 and 27 to take inventory. There will be no tours of Arrow Park on these days.

PARKER  
PEN

# SHOPTALKER

2 March 1981

for  
Parker Pen  
Employees

Issue 1042

A progress up-date on the Corporate Headquarters renovation sets March 15 as the date for delivery of furniture, according to CHARLES ZINSMASER (Vice President, Corporate Facilities). At that time, the former first floor, now fourth floor, will be furnished, and employees currently located at Helgøsen Building will relocate. At the same time, the upper level of Building 2 will be set up and Quality Assurance personnel will move from the Club House building.

The Writing Instrument Group headquarters on the Lobby floor will also be completed at that time. The overall construction schedule is currently as follows: The upper level of Building 2 is to be finished this week. The former second floor is scheduled for completion by April 17, and the service level (old sub-basement) by July. Plans call for the completion of the former third floor by July 6.

The Madison-based advertising agency which services U. S. National Marketing--Stephan and Brady--earned a number of Addy awards which were announced at the February 19 meeting of the Madison Advertising Federation. Among the Parker projects which received recognition were: The Parker Christmas Booster ad earned first place in the Consumer Magazine (color) category. The headline for that booster ad campaign was "When you want to say more than Merry Christmas." In the Sales Promotion, Point of Purchase category, the Parker Booster Counter Card won a third-place Addy. In the Print Catalogue category, a third place was awarded for the Parker Gift Collection Catalogue. A third place was also earned for the Parker Heritage Collection Brochure in the Direct Mail category. In the Consumer Magazine category (black and white), the agency won third prize for five Parker Co-op ads.

The Parker 75 Sterling merchandise, the Classic Sterling, and the Ms. Parker 180 Fountain Pen will be dropped from the U. S. product line this week. The Parker 75 was introduced in 1963 to commemorate Parker's seventy-fifth anniversary. The Classic Sterling has been in the U. S. line since 1967.

Parker Pen Canada Ltd. employees are currently participating in a unique campaign with goals to improve customer service and satisfaction, enrich the content of their jobs, and improve productivity. "Operation Can Do" was launched February 13 as a company-wide, employee-management activity that includes the total staff as well as field sales personnel. Employees have been offered buttons and T-shirts emblazoned with the slogan, "At Parker Pen Canada We Can Do Anything We Try."

WILLIAM H. JUDD (President, Parker Pen Canada) stated that "Operation Can Do" hopes to assure Parker's future in Canada by firmly establishing Parker as the leading manufacturer of quality writing instruments in the country. Coordinator of the program is GWEN GOTTINGER (Personnel Manager).

Plans call for the installation later this week of an additional display in the Tour Center, located in the south lobby of Arrow Park, according to LAUREN SCHULLER (Community Relations Specialist). The display will feature Parker's current-line writing instruments. Highlighting the free-standing display booth will be backlighted transparencies of (1) Parker Laque, (2) Classic line products and (3) Jotter Stainless Steel products. Under overhead floodlighting will be about a dozen samples of the most recent U. S. line products.



PARKER  
PEN

# SHOP TALKER

9 March 1981

for  
Parker Pen  
Employees

Issue 1043

A preliminary injunction preventing the sale of the assets of the Sintered Specialties Division, Panoramic Corporation, to a group of Janesville investors who planned to form a new company, Sintered Specialties, Inc., was issued February 27 by U. S. District Judge Barbara Crabb in Madison, Wis. The injunction will be enforced until either a federal arbitrator rules on the merits of the grievance made by the International Association of Machinists and Aerospace Workers, Local 1266, concerning the sale of the assets to the group which has declined to assume the union's labor contract with Panoramic, or until Panoramic finds a buyer who agrees to assume the labor contract. The Company has since filed an appeal against the injunction.

The management of the new company has invited all present employees to apply for jobs in the new corporation. Parker officials have announced that Panoramic Corporation will continue to operate its Sintered Specialties Division until the matter is resolved.

COMPETITOR NOTES -- In a feature story on A. T. Cross in the February 24 issue of THE BOSTON GLOBE, Cross board chairman, Brad Boss, says that he is quite aware of Parker's direct challenge -- as stated in a WALL STREET JOURNAL story on Parker that appeared last Fall -- to introduce a new line this year aimed specifically at a sub-segment of the higher-end pen business that Cross focuses on almost exclusively. Concerned with Parker -- as well as Sheaffer's Targa line -- Cross marketers said in the article that this fall they plan to introduce a fountain pen to be followed by a "rolling ball" pen "in a year or so." These would follow a new black pen Cross recently put on the market. The Cross line is currently limited to a single style in a ball pen, mechanical pencil, soft tip and desk set. Parker's worldwide writing instrument sales in the most recent reporting year exceeded \$210 million. Cross's sales were reported at about \$100 million.

LLOYD HORNBOSTEL (Manager of Advanced Manufacturing Process Engineering) will speak to those interested in energy conservation at the University of Wisconsin-Rock County on March 12 from noon through 1 p. m. The topic Hornbostel will speak on is "Energy Alternative: Wind Power" in the AP Room. Hornbostel is also Chairman of the Energy Council at Parker Pen.

WILLIAM W. FANNING (Manufacturing Engineer) has been promoted to Chief Designer as of March 1. He was previously Tool Designer since 1957. Fanning reports to JIM KUKUK (Director, Manufacturing Engineering).

## PEOPLE TALK

CLEO MAURER (U. S. Marketing, Dealers Services Specialist) will reach her 35th year at Parker on March 11. EUGENE NELSON (EDP Accounting Specialist, North American Area Finance) will mark his 25 years on March 12.

GEORGE F. HOFFSCHMIDT (Chief Designer, Manufacturing Engineering) retired from Parker after 39 years and five months of working. His last workday was February 27.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

16 March 1981

Issue 1044

ANDRE L. STEINER has joined the Company as Area Manager, Europe/Africa/Middle East, according to an announcement by WILLI SIEBERGER (Président, Writing Instrument Group). He comes to Parker from Hermes Precisa International, an international supplier of typewriters, calculators and computers, where he was senior vice president. He has previously been associated with Pitney Bowes, Olympia Office Machines, Nestle, Remington Rand and others, serving primarily in the European, African and Middle East regions. He has extensive operations and marketing experience and is fluent in German, French and English. Steiner is a native of Switzerland and was educated in Zurich. His operational headquarters will be located near Zurich and he will begin his assignment April 13. In addition to Steiner, other Area Managers in Writing Instrument Group are: Donald Luke, North American Area; Roger Axtell, Latin American Area; and Peter Kibble, Asia/Pacific. All report to Sieberger.



Andre L. Steiner

ROGER AXTELL (Vice President, Latin American Area) has been appointed to the University of Wisconsin-Extension Management Institute International Business Advisory Board. Axtell will help plan programs to encourage exporting and international trade among Wisconsin firms, of all sizes, locally and nationally.

March 15-21 has been designated National Energy Week by the White House. It is an intensive educational initiative to reach the nation's public with factual energy information. The program addresses America's long-range energy challenge needed to foster full development of domestic resources while drastically curbing foreign oil imports. Additionally, conservation remains a short-term opportunity to reduce consumption of fossil fuels, especially oil and natural gas. A number of related conferences and conventions are planned to help meet the energy needs of the future.

CORRECTION: It was reported incorrectly in the February 16 issue of SHOPTALKER that the "executive puzzle pen", Multy, was offered in the U.S. market by Parker-Garrick, Inc. Parker-Garrick is presently considering the introduction of Multy, but has not done so yet.

## PEOPLE TALK

IONE MORRISSEY (Final Assembly) will mark her 40th year at Parker on March 17. Congratulations, Ione!

GENE ROHLMAN (Manager, Public Relations) was recently elected a member of the board of the Madison Chapter of the Public Relations Society of America.

PARKER  
PEN

# SHOPTALKER

23 March 1981

for  
Parker Pen  
Employees

Issue 1045

Progress at Court Street continues as employees from the Helgesen building continue to relocate to the fourth floor of the corporate building. The floor should be occupied by the end of this week, according to CHARLES ZINSMASER (Vice President, Corporate Facilities). Following this, employees of the Writing Instrument Group's Quality and Manufacturing Services Department will complete their move to the upper level of Building Two.

This year's tour guide competition will occur on March 27 at 9 a.m. in the Arrow Park Cafeteria. Memos with information about registration procedures have been routed to Department Managers and posted on company bulletin boards. The last day to register has been extended to March 23 to encompass employees who have been ill or on vacation. All requests for these forms can be obtained from LAUREN SCHULLER (Community Relations Specialist), Ext. 7104, or from CHARLOTTE MC WILLIAMS (Receptionist, Arrow Park, north lobby).

A creative approach to capture a larger segment of the Latin American youth market (age 15 to 23) has been in effect for the past several months; according to THEO HUNTE (Marketing Services Manager, Latin American Area Distributor Markets). Called the "Strike Back" campaign, it is designed to run simultaneously with local showings of the outer-space adventure film, "Star Wars: The Empire Strikes Back."

Promoted in the campaign are some of Parker's more futuristic looking products such as the Parker 25 and 25B, B5, Flighter Jotter and 45 Flighter CT. The program is carried in each city as long as there is demand for the film -- which has been three to four months in most cases, according to Hunte. The products are dramatized by way of Star-Wars-like "Strike Back" posters, display cartons, counter cards, newspaper and magazine ads and radio spot commercials. Thus far, the program has helped to stimulate additional sales among young consumers in markets where the campaign has run. The campaign's tag line? "Strike Back with Parker, the pens of the future that take the drudgery out of today's writing chores."

DON LUKE (Vice President, North American Area) has been elected a director of Parker Pen Canada Ltd. by the company's stockholders. Other directors are WILLIAM JUDD (President) and John W. Blain, Secretary, a partner in the law firm of McCarthy and McCarthy, Toronto. In a related action, Parker Canada's Board of Directors elected Luke Board Chairman and appointed DAVID LINDSAY to the position of Vice President, Marketing, and J. RICHARD MAXWELL to the position of Treasurer. Each designation was effective March 1.

DAVID J. KENNEY has been hired as an Account Manager for Parker Pen's Central Region. He was previously a salesman for University Datsun in Fullerton, Calif. Kenney graduated from San Diego State University in 1980. He presently resides in St. Louis, Mo.

The Jotter Fountain Pen, formerly at \$7.50, is now priced at \$8.75, effective March 1, according to BOB MC LAUGHLIN (Manager, Sales Service).

PARKER  
PEN

# SHOP TALKER

30 March 1981

for  
Parker Pen  
Employees

Issue 1046

The Company has found no buyers for the three-story red brick Club House building that was offered publicly for the sale price of \$1 last summer, according to CHARLES ZINSMASER (Vice President, Corporate Facilities). The cost and difficulty of re-locating a building of its size and weight was the main deterrent to any deals, Zinsmaster notes. Plans call for the demolition of the structure in April. A landscaped plaza, leading to the Court Street entrance of the newly renovated corporate headquarters complex, will be developed where the building now stands. It has been determined that the Club House building is of little local historical value, according to Zinsmaster.

BRUCE KERR (Vice President, Personnel and Industrial Relations) spoke to the Kenosha Manufacturers and Employers Association on March 27 on the topic of Parker's Scanlon productivity plan. The theme of the address was the necessity for "productivity to become the industrial byword for the 80's." Forty-five members of the group attended the luncheon at the Elk's Club in Kenosha where Kerr said that Parker was "generally winning the battle with productivity" thanks to the successful use of the Scanlon plan and open communication between members of management and union employees.

Another Parker employee invited to speak publicly is CHARLES NEKOLA (Quality Engineer/Quality Assurance). On April 1, he will present a paper on "Metrology and the inspector" as part of the "Quality Expo Time" event to be held at O'Hare's Expo Center in Chicago. Metrology is the science of dealing with systems of measurement, according to Nekola.

MICHAEL O'NEILL has joined Parker as Marketing Research Manager in the U.S. Marketing Division, reporting to BAYARD L. RENNINGER (Vice President of Marketing, U.S. Division). O'Neill was previously assigned as a project supervisor with Burke Marketing Research, Inc., Cincinnati, Ohio, where he had been employed for the past three and a half years. He is a graduate of the University of Cincinnati with a bachelor of business administration degree. O'Neill is currently enrolled in the masters of business administration degree program at Xavier University, Cincinnati.

## PEOPLE TALK

RAYMOND SPAULDING (Director-Product Development) will be noting his 30th year at Parker on April 1. Another congratulations for long-term service goes to DOROTHY MURRAY (Molding Department) who will mark her 40th year on April 2.

Three long-term employees of Parker Pen Canada Ltd., with an accumulated service tenure of 115 years, have recently retired. They are WILLIAM RAMESBOTTOM (Senior Accountant) with 40 years, JACK PERRY (Foreman, Assembly and Maintenance) 46 years and E. R. "BUD" HUTCHINSON with 29 years. Hutchinson had been an Account Manager in four Atlantic provinces and resides in Nova Scotia.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

6 April 1981

Issue 1047

The new corporate headquarters is now flying three flags outside its north entrance. Along with the national and Wisconsin flag is the recently added new corporate flag. The three 31 foot poles have flags with the correct dimensions of eight by five feet.

The corporate flag is nylon with a silk screened Parker logotype on both sides, black on white, enclosed in a field of gold with a white border on four sides finished with canvas heading and grommets. MATT GREEN (Manager, Marketing Communications and Productions) designed the flag, and the Chicago Flag Company of Huntsville, Ala., made it.

Two employees have recently been hired in the Latin American Area. PATRICIA MARIA MIRA has been designated Advertising Coordinator reporting to THEO HUNTE (Marketing Services Manager). Mira is a 1980 graduate of American Graduate School of International Management (Thunderbird) in Glendale, Ariz. She acquired her bachelor of arts degree in Spanish from the University of Texas at Austin in 1979.

LUIS GEIGEL has been appointed a Brand Coordinator also reporting to Hunte. He worked for the last two years as an executive salesman responsible for key accounts at Pascual Inc. in San Juan, Puerto Rico. Geigel graduated with a bachelor of science in marketing from Fordham University in N. Y.

CORRECTION: In the March 23 issue of Shoptalker, it was reported that DAVID KENNEY (Account Manager) lives in St. Louis, Mo. He is a native of St. Louis, but presently resides in Tustin, Calif. Kenney sells in the four California counties of: Riverside, San Bernadino, Orange and San Diego.

## PEOPLE TALK

BRUCE HUBBELL (Manufacturing, Purchasing) has been with Parker for 40 years as of April 7.

A number of retirements have been reported. MARY KAY CLARK (Final Inspection) had her effective date of retirement on February 28.

Seven other employees all had their effective date of retirement on March 31. They are: DONALD B. PICKERING (Process Inspector-Receiving Inspection), with 37 years, GENEVIEVE J. TOBIN (Export Order Checker-Shipping) 46 years, KATHRYN HULL (Floor Inspector-Final Assembly/Shipping) 45 years, MAYNARD G. SMITH (Lift Truck Operator-Planning and Control Department) 39 years, RALPH J. GOWER (Bench Assembler-Final Assembly) 38 years, EDWARD J. MURPHY (Degreaser-Washer Operator-Plastics Department) 37 years, and ROSE A. ERICKSON (Bench Assembler-Final Assembly) 39 years. Now that's dedication!

PARKER  
PEN

# SHOPTALKER

13 April 1981

for  
Parker Pen  
Employees

Issue 1048

Twelve Janesville operations employees, who will serve as Arrow Park guides for the 1981-'82 tour season, were honored at a recognition dinner last Thursday evening at the Janesville Country Club. Those on the new team are: DEBBIE ALBRIGHT and JANE BATTERMAN (Product Development), MARCIA HAMILTON and MARY JANE JOHNSON (Service and Returned Goods), JUNE LOERTSCHER (Plastics Molding), IRENE MANSON (Gold Nib), CHARLOTTE PHILLIPS (Final Assembly), NANCY SCHILLER (Manufacturing Engineering), JEANE SCHUMACHER (Quality Control), JEAN SCHUMACHER (Systemark), DIANE UTZIG (U.S. Marketing) and DEBRA WALLIN (Corporate Accounting, Insurance).

LAUREN SCHULLER (Community Relations), coordinator of the tour program, served as master of ceremonies, and DONALD L. LUKE (Vice President - North American Area) was the evening's keynote speaker.

P. DONALD CARSON (Director of Taxes) has been nominated for election to the office of vice president for region 5 of the Tax Executives Institute, a national organization of about 3,800 tax executives representing some 1,100 corporations throughout the U.S. and Canada. Region 5 covers the cities of Chicago, Kansas City and St. Louis and the states of Wisconsin and Minnesota. Carson has held tax management positions at Parker since 1968.

QUALITY SERVICE APPRECIATED -- A letter from J. Alton Brissey of North Miami, Fla., to E. WILLIAM SWANSON (President and CEO), reads: "Just a note, sir, to tell you that my Parker Duofold has successfully made the round trip to your factory. It has been beautifully repaired. I wish to express my gratitude to you, for your personal interest, and to your efficient staff for the manner in which it was handled. I will cherish it forever ... and will always be a booster of The Parker Pen Co..."

The Writing Instrument Manufacturers Association last week announced that export sales of writing instruments reached a record high level of \$138.57 million in 1980, a 7.2 percent increase over the \$129.22 million recorded in 1979. Pen and pencil parts showed the largest percentage increase over the year -- from \$24.52 million to \$35.97 million. Ball pen refills and marking pens, as well as pen points, showed appreciable increases. Parker is considered the leading exporter of the U.S. writing instrument makers, with more than 75 percent of Parker sales made outside of the U.S.

DAVID K. BETHEL has recently been hired as a Production Scheduler in the Planning and Control Department at Arrow Park. He reports to ROBERT REYNOLDS (Scheduling Supervisor). Bethel worked as a Physical Distribution Manager for Myers Industries, Inc. in Lincoln, Ill., prior to Parker. He acquired his bachelor of science in business administration from Illinois State University in 1973 and presently resides in Belvidere, Ill.

## PEOPLE TALK.

DONALD HEENAN (Ballpoint) will mark his 35th year at Parker on April 19.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

20 April 1981

Issue 1049

The Company reported final financial results last week covering Fiscal Year 1981 which ended February 28. Consolidated net sales for the year were \$723 million, an increase of 8.9 percent over the \$664 million recorded the previous year. Consolidated net earnings -- profits for growth and expansion -- decreased 4.8 percent from last year's \$39,574,000, \$2.35 per share, to this year's \$37,685,000, or \$2.23 per share. Board Chairman George Parker and President E. William Swanson noted that a major negative factor in the earnings decrease was a 23 cents a share loss due to foreign currency fluctuations. Most of the translation losses occurred during the second half of the year, the Parker officials noted.

Consolidated net sales for the fourth quarter were up 3.9 percent to \$172,800,000 from the \$166,400,000 a year earlier. Consolidated net earnings for the fourth quarter were at \$5,988,000, down from \$7,795,000 for the same period a year earlier. Again, losses due to foreign currency translation were responsible for a substantial percentage of the decline in the quarter. Parker officials commented that it was too early to forecast the impact of world economic problems on Parker and Manpower sales for Fiscal Year 1982, but they said that "as economic conditions improve throughout the world, our operations are extremely well positioned to take advantage of renewed economic growth."

JERROLD B. MILLER joined the Corporate Staff last week as Vice President and Controller, reporting to JAMES A. LEIDICH (Executive VP and Treasurer). Miller will be responsible for corporate accounting, financial analysis, planning and corporate insurance. He comes to Parker following 12 years of international financial management with International Harvester Company. He served as Director of Finance for Harvester's Agricultural Equipment Group, Chicago, since 1978. During his tenure, he also was assigned to senior financial management posts at Harvester operations in France, Australia and New Zealand. He was granted a master of business administration degree in 1968 from Case Western Reserve University, Cleveland. He also took his undergraduate degree in accounting from Western Reserve University. Miller is a certified public accountant and is a member of the American Institute of Certified Public Accountants.

## PEOPLE TALK

HAROLD MURRAY (Planning and Control) will be marking his 35th year at Parker on April 23.

ANN CONNOR (National Marketing) will note her 40th year at Parker on the 24th.

Congratulations to both.

PARKER  
PEN

# SHOP TALKER

for  
Parker Pen  
Employees

27 April 1981

Issue 1050

STANLEY DOVEY, Managing Director of United Kingdom operations at Newhaven, England, has been appointed Writing Instrument Group Vice President -- Manufacturing and Product Engineering with responsibilities for Group plant operations in Janesville; Newhaven; Meru, France; and Cardedeu, Spain. Additional responsibilities include worldwide product quality assurance, facilities and capital expenditure budgeting and the manufacturing services program. He will report to Group President WILLI SIEBERGER and will be located at Parker's world headquarters in Janesville.

Dovey has been with Parker's English company since 1952 in accounting, controllership and manufacturing management positions. He is a native of Birmingham and is a graduate of King Edward's, Birmingham. He is a member of the Institute of Directors, London.

In a related move, Sieberger also announced that JACQUES MARGRY, Marketing Director at Parker/England, will succeed Dovey as Managing Director. Margry has been with the UK company since 1949 in various sales and marketing management posts. He was graduated from St. Mary's College, England. He is a member of the Institute of Marketing in the United Kingdom.

SNEAK PEAK -- All employees are invited to attend a sneak preview of the sales meeting program that will introduce a new and exciting Parker line specifically aimed at the business executive gift and self purchase market in the U.S. The multi-media program, which should run about 1½ hours, will be offered at the Hoffman House, Ramada Inn, beginning at 7:30 p.m. on Monday, May 11. The showing will review the new line, advertising, promotional and publicity programs and other marketing supports. To sign up, please inform your supervisor of your interest. Refreshments will be served. Sorry, because of space limitations, the program is limited to employees only. The actual national sales meetings are set for May 13-15 in Oconomowoc, Wis.

Wisconsin's First District Congressman Les Aspin was a guest of the company last Tuesday when he toured the Arrow Park plant after a brief visit with BERT DYBLE (Vice President - Manufacturing and Product Development, Arrow Park). Congressman Aspin was escorted by tour guide KRIS ANDERSON (Maintenance).

SPRUCING UP FOR SPRING -- The main plaza and driveway leading to the loading dock of the new corporate headquarters building received a quick dab of Spring last week with The Bruce Co., Kenosha, Middleton, and Pewaukee, Wis., a landscaping contractor, planted trees and shrubs at the north end of the building. Plantings in the parking circle plaza included large red maples with Japanese yew at their base. The driveway immediately north of the lower level of the building is now landscaped with red bud trees and cranberry cottoneaster as ground cover. Plans call for the completion of the main circle drive by mid-May.



PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

4 May 1981

Issue 1051

E. WILLIAM SWANSON (President and Chief Executive Officer) announced last week that DONALD L. LUKE is assigned to the newly created position of Vice President, Corporate Development, reporting to JAMES A. LEIDICH (Executive Vice President and Treasurer). He will be responsible for the development of new business strategies at the corporate level. He previously served as Area Manager, Writing Instruments, in Asia, Pacific and North America.

LLOYD HORNOSTEL and IVARS PETROVSKIS have been promoted to Group level posts. Hornbostel now serves as a Director of Advanced Technology reporting to WILLI SIEBERGER (President, Writing Instrument Group). Hornbostel has been with Parker since 1975 and has been Manager of Advanced Engineering for the North American Area since 1979.

Petrovskis is now Director of Quality Assurance and Manufacturing Services. He reports to STAN DOVEY (Group Vice President for the North American Area). Petrovskis joined Parker in 1975 as Director of Corporate Manufacturing Services and recently served as Director of International Manufacturing and Director of Manufacturing Services.

THOMAS HALL (Supervisor, Product Development Support Lab) presented a talk on how the fountain pen works as part of the May 1 convention of the Wisconsin Section of the American Association of Physics Teachers at the Milwaukee School of Engineering. Before Hall joined Parker in 1978, he was a physics teacher at Tougaloo College in Tougaloo, Miss. near Jackson. He earned his Ph.D. and a masters of science degree in physics from the University of Wisconsin-Madison in 1976 and 1969, respectively.

J. P. Cullen demolition crew will get into action before May 1 to raze the former Club House building, and complete the project within two weeks, according to George Riessman, Estimator and Project Engineer for the contractor.

Be sure to check the next photo of President Ronald Reagan at his desk in the White House oval office. His now-popular and ever-present jelly bean jar should be a Parker-Garrick glass cannister, according to JOHN GIBB (Retired Military Sales Manager) and now President of John Gibb Enterprises, Janesville. Five hundred of the Parker-Garrick glasses with the mezzo-etched presidential seal and signature were recently sold to the White House. The 16 ounce, 5 inch-high cannisters will most likely be given away to visitors and dignitaries, according to Gibb.

John Gibb sells Parker and Parker-Garrick merchandise to the Veteran's Administration, the White House, The Wisconsin Governor's office and national political parties.

PEOPLE TALK: EVELYN CASH (Service Department) observed her 35th anniversary on May 2. Congratulations Evelyn. The effective date of retirement for DONALD L. SPRY (Shipping Department) was May 1, after over 40 years of service at Parker.

PARKER  
PEN

# SHOP TALKER

11 May 1981

for  
Parker Pen  
Employees

Issue 1052

The new corporate headquarters building of The Parker Pen Company assume a new location and mailing address effective May 15, according to MARVIN G. BARNES (Office and Services Manager).

The new location address is: The Parker Pen Company  
One Parker Place  
Janesville, WI 53545

The new mailing address is: The Parker Pen Company  
P. O. Box 5100  
Janesville, WI 53547

The location and mailing address of the Arrow Park manufacturing plant remains the same:

The Parker Pen Company  
Arrow Park  
1400 North Parker Drive  
Janesville, WI 53545

Two production schedulers recently joined the Planning and Control Department at Arrow Park. Both BERNE J. HANFORD and MICHAEL J. CRANE report to ROBERT REYNOLDS (Scheduling Supervisor).

Crane does scheduling in the Final Assembly Department. He was previously employed as a sales production manager at Trostel Leather Products in Elkhorn, Wis. He graduated with a bachelor of science in education from the Central Michigan University, Mt. Pleasant, Mich., in 1971.

Hanford is responsible for scheduling in the Metals Department. He previously worked as an inventory control supervisor for Simpson Electric in Elgin, Ill. He received a bachelor of science in physics and math from Luther College in Decorah, Iowa, in 1965.

Two administrative promotions have been announced recently, naming JOHN BANDSMA to Tax Compliance Specialist, reporting to DON CARSON (Director of Taxes) and MARY FULLER to Staff Accountant, reporting to TOM OLIVAS (Supervisor, Writing Instrument Group Accounting).

Bandsma joined Parker in 1979 as an Accountant in the Corporate Accounting Department. He obtained a business administration degree from the University of Wisconsin-Whitewater in 1978.

Fuller joined Parker in 1980 as a Treasury/Financial Analyst in the Corporate Treasury Services Department. She graduated with a business administration degree in 1980 from the University of Wisconsin-Whitewater.

## PEOPLE TALK

LLOYD ARBO (Account Manager) will reach his 30th year at Parker on May 15.  
LOUISE SELMER (Final Inspection) will mark her 35th year on May 16.

# SHOPTALKER

for  
Parker Pen  
Employees

18 May 1981

Issue 1053

The Parker Pen Company received an unsolicited recommendation as an investment on the widely aired Public Broadcasting System Wall Street Week program on April 3. Of Parker, George H. Michaelis, president of First Pacific Advisors, Los Angeles, said: "One other stock I think that must come to mind might be Parker Pen which is in the gift pen business. A. T. Cross and Parker really split that business and it's a remarkably good business. These two companies are sharing a business that in the United States has been growing at unit rates of 7 to 10 percent, which is an extraordinarily high growth rate in an economy that's perhaps been growing at two to three...a highly profitable business. About five years ago, they bought a company called Manpower which is in the temporary help business, and that's also been a very rapidly growing business and they've done extraordinarily well with it. So here's a company that earns 30 percent on net worth, has a beautiful balance sheet and a great long-term record selling at under 10 times earnings." It is estimated that Wall Street Week is viewed by an audience of 1.7 million.

The company's stock received another plug last week by Peter G. Banzhaf, senior vice president and board member of Robert W. Baird & Co., Milwaukee. Before a meeting of the Madison Chapter of the Public Relations Society of America, Banzhaf highly recommended four state-based companies as investments -- G. Heileman Brewing Co., La Crosse; Fort Howard Paper, Green Bay; Giddings and Lewis, Fond du Lac; and Parker Pen.

Two promotions have been announced by Parker Pen Limited, Newhaven, England. J. B. ROBINSON has been appointed Marketing Manager, (U.K.). He is responsible for all marketing activities and reports to JACQUES MARGRY (Managing Director). P. F. OSBORNE has been selected to the position of General Production Manager, Newhaven. He reports directly to STAN DOVEY (Group Vice President, Manufacturing and Product Engineering). He is responsible for the functions of Product Development Engineering and Manufacturing at Newhaven.

DAVID A. DURANTI (Purchasing) has been designated Buyer for Parker, reporting to BRUCE E. HUBBELL (Purchasing Director). He joined Parker in 1963 and was Data System Controller for Writing Instrument Group Finance in his most recent position.

## PEOPLE TALK

LA VERNE HANSON (Systemark) will reach her 35th employment anniversary on May 22.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

26 May 1981

Issue 1054

Parker Pen's Annual Report was disseminated by mail to stockholders on Friday, May 15. The report's contents primarily include financial highlights, a letter to the stockholders, a thematic explanation of Parker and Manpower international operations, as well as an indepth financial review.

The royal blue cover of the report is highlighted by art representing the national flags of the major markets and countries in which Parker and Manpower companies are located. An introduction on the first page defines Parker as a worldwide manufacturer and marketer of quality personal possessions and an international supplier of temporary personnel. "The goal of Parker is to provide more customer satisfaction in its chosen business fields than provided by any competitor in the world. To serve the people and accomplish that goal, quality must be built into our products and services from the initial idea to the point of demand," the report states.

Used furniture will be auctioned on May 30 at the Mulrooney warehouse on 23 N. High Street in Janesville. The auction begins at 11 a.m. and will be open to the general public. The quantity of items wasn't sufficient to hold an earlier separate sale for Parker employees. Much of the furniture had already been contributed to charities and Panoramic Corporation according to CHARLES ZINSMASER (Vice President-Corporate Facilities).

Ray Kenney's column in the May 14 issue of the business section of the Milwaukee Sentinel reported that Manpower will need about 25,000 college students or teachers to replace office workers who "retire for the summer to care for their children", according to MITCHELL FROMSTEIN (Manpower President).

A new electronic mail service was initiated early in May linking Janesville with London and Hong Kong subsidiaries, according to NORM AULABAUGH (Director, Management Information Systems). The electronic mail can dispatch a message from a sender to a receiver similar to sending a telex message at considerably less cost. There are presently two electronic mail terminals in operation. One is in export services because of the high volume of communications. The other is operated by mail desk personnel at the headquarter's building for general communications needs.

## PEOPLE TALK

Four employment anniversaries are being observed this week. CLEMENS SONNTAG (Manufacturing & Product Development) will mark his 25th year on the 28th, CLIFFORD RASH (Plastics) will note his 35th year on the 27th and both ARTHUR MARQUARDT (Molding Department) and TED R. WEYMOUTH (Service Department) will have their 40th year on the 28th.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

1 June 1981

Issue 1055

All employees of the corporate headquarters complex in downtown Janesville are invited to view a showing of "Alphabet: The Story of Writing," a half-hour film produced by Parker Pen International, London, now being used as a public relations program in Europe, Africa and the Middle East. Showings will take place in the 4th floor main conference room on June 4 at 9:30 a.m. and again at 12:30 p.m. Employees interested in attending one of the showings are asked to check with their supervisor and call Betty Richter at 7105 to confirm.

The full-color, 16 mm. documentary covers the evolution of the Roman alphabet from ancient Egypt to contemporary times. The program has already appeared on public television in a number of countries, including Ireland and the Republic of South Africa and was awarded a Silver Medal at the International Film and TV Festival of New York. Plans call for distribution of the program to museums, libraries, schools and civic and calligraphy groups in the U.S. beginning in September. Plans are underway for a showing at Arrow Park in the near future.

The Back-To-School and Christmas Regional Sales meetings were held last week on May 27, 28 and 29. The Western Region met at Marina Del Ray, Calif., the Central Region at Rosemont, Ill., and the Eastern Region at Arlington, Va. The program included briefings on new programs associated with the Heritage Collection, Parker Brand positioning, Jotter Brand positioning, new account openings, and the late-July National Sales meeting rationale and other programs. The Parker traveling team consisted of WILLI SIEBERGER (President, Writing Instrument Group), BAYARD RENNINGER (Vice President, Marketing, U.S. Division), JOHN GEARY (Director of Sales) and C. EDWARD LITTLE (Manager, National Marketing Services).

The Parker "51" Club was the target of vandal(s) who completely demolished the building with a stolen caterpillar tractor sometime between 7:15 p.m. on May 24 and 12:10 p.m. on May 25, according to a report filed on the incident by the Rock County Sheriff's Department. Apparently someone commandeered the tractor in the Blackbridge area, ran it up the railroad tracks, into a field just north of the club house, and then knocked down all the walls and destroyed the barbecue pit. The vandal(s) then returned the caterpillar to its original location.

## PEOPLE TALK

IOLET JASKENSKY (Corporate Administration) will mark her 30th year on the job. Two Parker employees retire on June 1: DOROTHY M. GUNN (Engraving) with 47 years. ANTHONY P. KUTZ (Staff Accountant-Manufacturing Controllership) is a veteran of 35 years.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

8 June 1981

Issue 1056

Writing Instrument Group President, WILLI SIEBERGER, has announced that the week of July 20 through 24 has been declared "Arrow Rally Week" for all Janesville operations employees. During that week, a number of informational programs, to be planned by way of employee committees, will be arranged so that all employees can learn more about the new Parker line of the 1980s -- The Parker Arrow -- as well as the various advertising and support programs for that line.

Events during the week will include various contests and drawings with prizes; the distribution of T-shirts, baseball caps or campaign buttons to be worn during the week; displays of the new line throughout the plants and offices; a mini presentation by U.S. Marketing describing the many promotional programs in support of Arrow; and, to culminate the week's activities, a pig-roast lunch for all employees at the Arrow Park cafeteria and grounds.

If any employees are interested in signing up for any of the committees now being formed for the program, they are to notify their supervisor who will forward their names to Donna Phillips at Arrow Park. Committees include: Publicity, Drawings and Prizes, Reception, Decorations, Parking and Traffic, Safety and Grounds, Program, and Food.

DAVID DURANTI has been promoted to the position of Buyer, reporting to BRUCE HUBBELL (Planning and Control Department). He was previously Data Systems Controller for the Management Information Development Department and has been with Parker since 1963.

Design North, Inc., Racine, Wis., received a first-place Addy award for its design work associated with the 1980 Parker Pen Annual Report to Stockholders. The kudos was offered by the American Advertising Federation. The Parker Annual Report will now be eligible for AAF national competition.

CAROL SCHRAM has joined Parker as a Treasury/Financial Analyst in the Treasury Department, reporting to CHARLES SMITH (Cashier). She is a 1981 graduate of the University of Wisconsin-Whitewater with a business administration degree in finance, summa cum laude.

Executives of the Cleveland-based International Writing Institute, an organization retained by businesses to help executives better express themselves in writing, report that many managers have difficulty expressing their ideas simply and clearly. They often use a complicated style that is incorrectly identified with business formality. Whose to blame? English teachers. "These teachers are literature specialists who have turned their backs on one of the most basic skills: how to communicate, especially in writing," reports the institute.

Congratulations to: VERNON R. ELLEFSON (Maintenance) and WILLIAM J. SALZMAN (Molding) who both retired June 1 -- Vernon with 25 years, and Bill, 38.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

15 June 1981

Issue 1057

The "Calligraph" sculpt, which Parker commissioned Wisconsin artist O. Vern Shaffer to create as an expression of the company's character, started undergoing erection this last weekend. It is intended to serve as the focal point for the new plaza of Parker's Corporate Headquarters. The 16-foot high sculpture is composed of cut, hammered, bent and welded sheet brass over a reinforcing substructure of steel. Mulrooney Co. lifted and moved the sculptured symbol of writing which represents mankind's efforts to communicate.

The Annual Stockholders' Meeting will be held on Wednesday, June 17, at 10 a.m., in the Arrow Park Cafeteria. Addressing the shareholders will be GEORGE PARKER (Chairman of the Board) and E. WILLIAM SWANSON (President and Chief Executive Officer). A new trade convention display will be featured at the meeting which contains Parker brand and Jotter brand products in an innovative fashion.

Parker announced the sale of its Norm Thompson Outfitters, Inc., subsidiary to a group of investors led by JOHN EMRICK, President of Norm Thompson, on Friday, June 5. The sale will have no material effect on Parker's consolidated financial statements, according to Parker officials. The sale is a continuation of Parker's policy to concentrate its efforts on its primary lines of business. The mail order and leisure-time retail trade business with headquarters in Portland, Ore., was acquired in 1973. There will be no more discounts on employee purchases.

A "Love Run" will be held during the month of July to help support the Muscular Dystrophy Association's fight against the disease. The Love Run is a program designed for each runner. Upon registering, the participant receives a Love Run T-Shirt, runner's log, and sponsorship form from BOB KURANZ, (Supervisor, Quality Control Laboratory Service), who is the Honorary chairman for the drive. In turn, each runner asks their friends and associates to pledge at least 5¢ per mile they will run during July. At the end of the month, the runner collects the money and returns it to Kuranz.

Two employees began working in June at Parker. RICHARD J. TROON has been appointed Associate Accountant in the Accounting Department, reporting to JOE RUNYAN (Supervisor, Cost Accounting). Troon is a 1981 graduate of the University of Wisconsin-Whitewater with a business administration degree in accounting. DALE BUTRYMOWICZ was hired as a Staff, Industrial Engineer in the Technical Services Department, reporting to TIM PISHKO (Manager, Technical Services Department). He is a 1981 graduate of the University of Wisconsin-Madison with a bachelor of science in industrial engineering.

## PEOPLE TALK

GORDON BIRD (Account Manager) marked his 40th-year anniversary on June 15.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

22 June 1981

Issue 1058

The Company's Board of Directors announced following a June 17 Board Meeting that it had accepted the resignation of President and Chief Executive Officer, E. WILLIAM SWANSON, and that Board Chairman GEORGE PARKER would assume the additional functions of President and CEO effective immediately. Speaking for the Board, Parker emphasized that Swanson's resignation was related only to a change in personal career plans. He said the firm was pleased with its association with Swanson but understood the change in his personal objectives. Parker added that the move had been under consideration by Swanson for some time and that the occasion of the Annual Organizational meeting of the Parker Board brought this decision to conclusion.

Swanson, 45, joined Parker in 1976 and assumed his present position in 1980. He indicated that he has no present plans, but would probably pursue the establishment or purchase of a private company. Swanson continues as a member of the Parker Pen Board of Directors. In a simultaneous action, the Parker Board approved an increase in the quarterly dividend on the company's common shares from 11 cents to 13 cents per share. The new dividend, representing an 18 percent increase over the prior payout, is payable on July 10, 1981, to shareholders of record on June 26, 1981. On an annual basis, this is an increase of 44 cents to 52 cents a share, Parker officials stated.

Also, at the June 17 board meeting, ROBERT E. COLLINS was elected Vice President -- General Counsel and Secretary, and WILLIAM S. HARRIGAN, to the office of Treasurer. Collins joined Parker in 1957 and served as Assistant Secretary, General Attorney and Franchise Administrator up to 1977 when he was elected Secretary. Harrigan was associated with Bristol Myers Co., Sperry Rand Corp. and General Electric Co. in various domestic and international financial management posts before joining Parker in 1978 as Director of Corporate Treasury Services.

An article and photo covering the new "Calligraph" sculpt at One Parker Place appeared on the front page of the June 15 issue of the Janesville Gazette. The meaning of the sculpt and the efforts by Clinton artist O. Vern Shaffer to create a symbol in keeping with Parker Pen's status as a worldwide manufacturer were reviewed in the article. CHARLES ZINSMASER (Vice President-Corporate Facilities) was quoted to say that Parker commissioned the work for three reasons: to enhance the working environment for employees, present the firm's image to the public and reiterate the company's commitment to downtown Janesville and the community. Movers brought the piece in on a forklift from Clinton on Saturday, June 13, and installed it early Sunday morning, June 14, under Shaffer's direction.

Parker-Garrick recently hired JOHN BURTON as Manager-Systems and Programming in its Data Processing Department, reporting to TOM MCDONALD (Controller). Burton graduated with a bachelor of science in math and physics from East Texas State University in 1973 and is presently attending the same school for his masters in business management. Burton previously worked for Hunt Electronics Co. as a data processing manager and for Sperry Univac, both in Dallas.



PARKER  
PEN

# SHOPTALKER

for

Parker Pen  
Employees

29 June 1981

Issue 1059

As Arrow Rally Week approaches, communications about the various contests, drawings, and activities that are being planned will be posted on bulletin boards at all locations involved. Employees are asked to follow the bulletin boards closely.

The Company was informed recently that the 176-page, fully illustrated book, "The Story of Writing," which was created following production of the Parker-sponsored motion picture documentary on the same subject, is a "Book of the Month Club" selection for release this coming Fall. The book is authored by Donald Jackson, master calligrapher in England, who served as the on-screen narrator for the award-winning film series produced by Parker Pen International, London.

A second employee showing of the "Alphabet: The Story of Writing" film is scheduled for 9:30 a.m. and 12:30 p.m. on Thursday, July 16, in the 4th floor conference room of One Parker Place. Employees of the downtown complex who were unable to view the film when it was shown in June are invited to call BETTY CHURCHILL at Ext. 7105 to confirm attendance.

On June 18, the following official bulletin, authorship unattributed, was posted on all bulletin boards at Arrow Park and in the Office complex: "They erect statues in City Squares to people who increase sales and cut costs."

MICHAEL A. BAUER has been hired as a Draftsman in the North American Product Development Department reporting to ROBERT JOHNEJACK (Chief Designer). Mr. Bauer graduated with a bachelor of science degree from Pan American University in 1975 and received an associate degree in mechanical design from Blackhawk Technical Institute in 1981.

ROGER VERCH has joined Parker as an Associate Accountant in the Cost Accounting Department, reporting to JOE RUNYAN (Supervisor, Cost Accounting). Mr. Verch graduated from the University of Wisconsin-Whitewater in 1980 with business administration degree in accounting. He was most recently employed as a staff accountant for Virchow Krause and Co. in Janesville.

MARY ANN MCCARTHY has been promoted to the position of Sales Administrator in the Latin American Area reporting to THEO HUNTE (Marketing Services Manager). Ms. McCarthy received her associate of arts degree from the University of Wisconsin-Rock County in 1978.

## PEOPLE TALK

Three long-service employees will retire effective July 1. They are: IONE E. BURDICK (Health Department-R.N.) after 18 years, ELIZABETH KOPPLEMAN (Purchasing) after 37 years, and AGNES E. CUMMINS (Final Assembly) after 37 years of service.

Noting their 40th year at Parker on July 9 will be GEORGE R. BROWN (Gold Nib Inspection) and FRANCIS EIDEN (General). Congratulations to both.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

13 July 1981

Issue 1060

"The near term outlook, although clouded by uncertain world economic conditions, provides some promising elements as well. We believe the worst of the recession has moved through.... Our Writing Instrument Group will be selling to a world market in which inventories have been kept low due to high financing costs. And finally, we will be introducing a complete new Parker writing instrument line, covering all modes of writing, during the holiday gift-buying season." --- GEORGE PARKER

Parker's first-quarter sales and net earnings were announced July 8. Net earnings for the quarter ended May 31, were \$2,209,000 or 13 cents per share compared to \$8,492,000 or 50 cents per share for the same period last year, primarily because of foreign currency translation losses. Parker sales were \$168,188,000 for the first quarter, slightly ahead of last year's \$165,219,000.

President and Chairman of the Board, GEORGE PARKER, indicated that the company experienced after-tax losses of \$4,200,000, or 25 cents per share on balance sheet translations and the pass through of historical costs as required by FASB-8 accounting rules. According to Mr. Parker, some of the factors responsible for the losses were the sharply strengthened U.S. dollar, declining world economic conditions, and the high cost of gold and silver.

An article appeared in the Sunday, June 7, issue of the Milwaukee Journal's Home Section titled, "Janesville rebirth teeters on the brink of success," which included mention of Parker's corporate headquarters renovation. CHARLES ZINSMASER (Vice President-Corporate Facilities) was quoted as saying that the planning was independent of the city's efforts, but that Parker was dedicated to the downtown.

JOYCE GREY has been promoted to Brand Analyst II in the National Marketing Department, reporting to JOYCE ARCHER (Marketing Administration Manager).

KAREN PLATNER has been hired as a Financial Analyst in the North American Area, reporting to JERRY SOMMERFELDT (Manager-Accounting Services). Ms. Platner is a 1978 graduate of the University of Wisconsin-Madison, with a business administration degree in finance and marketing. She was previously employed with the Miller Brewing Company, Milwaukee, and General Foods Corporation: Pet Foods Division, Kandakee, Ill., as a senior cost analyst.

The news release pertaining to the showroom and service center which Parker Pen established in the People's Republic in China in December, 1980, was featured in the July Reader's Digest "Notes from All Over" section.

## PEOPLE TALK

( number of employees have their work anniversaries this week. With 40 years are NORMAN BOHLMAN (Production & Shipping) and FLORENCE CARROLL (Planning & Control) both on July 14, and GEORGE DAHL (Gold Nib) and STUART MINNICK (Metals) both on July 17. BILL HUBER (Corporate Accounting) will mark his 25th year on July 16. Congratulations to all.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

20 July 1981

Issue 1061

After weeks of employees' preparation and build-up, Arrow Rally Week is here! One Parker Place employees can pick up their Rally Week buttons, hats and T-shirts in the employee lounge on July 20 between 9 a.m. and 3 p.m. At Arrow Park, the promotional items will be distributed directly to employees. A Rally kick-off speech will be delivered over the intercom system by JOHN GEARY (Director of Sales) at One Parker Place and by TOM HILLEBRAND (Designer-North American Product Development) at Arrow Park. Schedules for the pig roast will be posted on all bulletin boards. A marketing presentation of the new Arrow line will be presented at that time.

The deadline for volunteers for the One Parker Place Open House will be extended through July 21. Anyone interested in volunteering to serve as a guide on Sept. 12 and 19 can call either DOLORES DILLEY at Ext. 7300 or BARB RICHTER at Ext. 7239 for more details or to sign up. This is a good chance for employees to show the new headquarters to their friends and families.

WILLE SMITH has been appointed to the newly created post of Group Vice President--Strategic Planning for the Writing Instrument Group. He reports WILLI SIEBERGER (Group President). Mr. Smith was previously with the 3M Company since 1963 where he served as General Manager in Costa Rica, Managing Director in Columbia, and recently with the 3M International Staff in St. Paul where his primary responsibility was forecasting and strategic planning for 3M subsidiaries. Mr. Smith has a masters in business administration from Pacific University in Lima, Peru. He received his bachelor of science in economic sciences from Catholic University, Lima.

Nationally syndicated columnist Sydney Harris was recently quoted in his "Thoughts at Large" column: "Isn't it better to have one old-fashioned pen that costs \$20 and lasts 20 years than 20 different pens that cost a dollar each and last one year? (And don't write as well as my trusty old Parker to begin with?)" Parker agrees 100 per cent but we will try to persuade Mr. Harris that a new, contemporary Arrow pen will also last 20 years.

Manpower, Inc., was mentioned in the Labor Letter column of the June 30 issue of The Wall Street Journal. The report stated that Manpower has developed a new test of secretarial applicants' skills that is more accurate indicator than taking shorthand and typing from letter-perfect copy. Instead, Manpower uses a hand written letter with 43 errors that they must correct and type within 20 minutes. Since Manpower started its "Typing Plus" test in 1978, an official says that measurements indicate improved customer satisfaction.

## PLE TALK

ERNEST SPRY (Planning & Control) marks his 45th year at Parker on the 21st. Three more veterans noting their 40th year anniversaries are CORWIN HILTON (Production & Shipping), and ALDRED BIRMINGHAM (Final Assembly) both on the 21st, and ESTHER RASMUSSEN (Molding) on the 25th. Congratulations to all!

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

27 July 1981

Issue 1062

CARL E. PRIEST, a former senior vice president and director of The Parker Pen Company, died July 22 in Mill Valley, Calif. He was 82. Mr. Priest, a native of Bloomfield, Ia., came to Janesville in 1923 and joined Parker's pen-repair department. Within a year he was assigned to the sales force with territories in the midwest and later in the Pacific northwest. In 1930, he became head of the Southwestern sales division with offices in Dallas. By 1933, Mr. Priest, and his wife, the former Nancy Marshall, were located in San Francisco where he served as Western division sales manager.

In 1959, he became the Company's general manager, commuting regularly from San Francisco to Janesville. He served in that capacity until 1961 when he took responsibility for the Company's Eversharp subsidiary, then located in Culver City, Calif. Mr. Priest retired as senior vice president in 1968 following a 46-year career with Parker. He maintained his affiliation with the Company as a member of the Board of Directors. He was a Director Emeritus at the time of his death.

The names of the winners of the Arrow Rally Week contests and drawings will be published in a "Shoptalker Extra" later this week.

The National Sales Meeting will begin on Wednesday, July 29, when the entire Parker U.S. field sales force and representatives from Parker-Garrick, Parker Canada, and Parker Mexicana will arrive for a tour of the Corporate Headquarters at approximately 4:15 p.m. That same night the group will be bussed to the Olympia Resort and Spa, Oconomowoc, where a series of formal presentations, speeches, and meetings will feature the new Arrow line. The meetings will conclude at 1 p.m. on Friday.

JOHN P. EVANS has been appointed Account Manager in the Western Region reporting to MIKE KLISTER (Western Region Manager). Mr. Evans' territory includes the states of Arizona, New Mexico, and the city of El Paso, Texas. He received his bachelor of science in general business from Arizona State University in 1981.

## PEOPLE TALK

Parker employees with employment anniversaries this month are: with 40 years is DONALD MCCARTHY (Planning & Control) on the 28th, ROGER LARSON (Production & Shipping) on the 30th, and WANDA KILMER (Metals) on the 29th. RICHARD SANDS (Toolroom) will mark his 25th year on the 30th.

ALFRED DIOTTE (Executive Vice President of Administration) was named a director covering the 1981-82 term for the Wisconsin Association of Manufacturers & Commerce.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

EXTRA

28 July 1981

Issue 1063

Last week's Arrow Rally Week was a true success, involving Janesville and Trent Parker Pen employees in an exciting introduction of the new Arrow line of writing instruments. The week climaxed with a Pig Roast on Friday at Arrow Park, where employees had a chance to view the 10 by 20 foot trade show booth highlighting Arrow merchandise. The booth was produced by Stark/Design/Marketing, Inc., Dallas, Texas, under the direction of Manager-National Marketing Services, ED LITTLE. Rally participants also viewed Parker's 30-second television commercial to be aired in New York, Chicago, and Los Angeles in December, and boards listing the print trade and consumer advertising, trade promotion materials/public relations, and publicity promotionals, media and TV showing schedules. A board listing winners of all the contests and drawings was also featured. The winners were as follows:

## MONDAY - "Guess the Number of Arrow Clips Contest"

Correct Answer 139 - Marshall Clouse (Arrow Park Ink Room)  
Jean Schumacher (Quality Control Lab)  
Rick Burnside (Mfg. Information Services)  
 Second Place (188) - Roy Swanson (Mfg. Div. Controller)  
Linda Burlingame (Mail Room)

## TUESDAY - "Poem/Slogan/Jingle Contest"

Jingle Contest (1st place tie) - Gert Sullivan (U.S. Marketing)  
Chris Marquez (U.S. Export)  
 2nd place - Deverly Crans (Planning & Control)  
Poem Contest (1st place tie) - Tom Stehura (Mfg. Info. Services)  
Sylvia Lego (Process Lab)  
 2nd place - Carolyn Sime (Domestic Order Dept.)  
Slogan Contest 1st place - Bev Semerad (Final Assembly)  
 2nd place - Cheryl Gustafson (Final Assembly)

## WEDNESDAY - Hourly Drawings

8:00 a.m. - Carol Bessel (Final Assembly), Susan Peters (Records)  
 9:00 a.m. - Irene Manson (Gold Nib), Sherri Solinsky (Purchasing)  
 10:00 a.m. - Susan Kotwitz (Final Assembly), David Betlach (Internal Audit)  
 11:00 a.m. - Kenneth Vieth (Toolroom), Michael Conway (Toolroom)  
 12:00 noon - Joyce Gray (Marketing Research), Charles Simpson (Automatics)  
 1:00 p.m. - Don Heenan (Ink Room), Connie Cahill (Gold Nib)  
 2:00 p.m. - Ken Shaw (Maintenance), George Heise (Production Engineer)  
 3:00 p.m. - Herman Zillmer (Metals), Arthur Marquardt (Molding)  
 4:00 p.m. - Dewey Peer (Panoramic), Bruce Briggs (Panoramic)  
 5:00 p.m. - Judith Brandt (Shipping), June Reilly (Molding)

## THURSDAY - "Drawing for One Ounce Gold Arrow Clip"

Winner - Elaine Ayen (Roller Ball Dept.)

## FRIDAY - "Guess the Value of Gold Arrow Contest"

Barb Barr (Gold Nib) and Don Hammer (Accounting) guessed the exact value of the one pound Gold Arrow Clip to be \$5,985.77, and both received the trip to the Grand Ole Opry.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

3 August 1981

Issue 1064

The new Arrow line of contemporary-styled gift pens--backed up by a world-wide, life-time guarantee--was introduced to the U.S. sales force last week at National Meetings held at Oconomowoc, Wis. The new line features a highly stylized arrow pocket clip which is a dramatic modernization of the Parker Arrow symbol that has been recognized worldwide since 1932 when it was first used.

The Arrow line includes a ball pen, 0.7 mm. mechanical pencil, roller ball and fountain pen. The line is available in gold filled, matte black with gold trim, chrome, and stainless steel--with gold or chrome trim. Arrow ball pens and mechanical pencils are equipped with silent twist actuation mechanisms. The ball pen requires only a half turn to operate. Prices for the Arrow range from \$12.50 for the stainless steel, with chrome trim, ball pen or pencil, to \$70 for the gold filled fountain pen. The Arrow has been conceived as a worldwide product and, following its U.S. debut, will be introduced in Canada, Mexico and Asia later this year. The Company will begin shipments to the rest of Parker's 160 worldwide markets beginning in 1982. Arrow Park has been designated as the source point for the Arrow at this time.

The southwest corner of the corporate headquarters complex at the intersection of Court Street and South Parker Drive is currently under construction to be a landscaped entrance plaza. It is scheduled for completion by mid-August, according to CHARLES ZINSMASER (Vice President-Corporate Facilities). The plaza will feature a series of terraces and steps, graced with a variety of shrubbery and plants. Among these flora will be three hawthorne trees, winter creeper, japanese garden juniper, cranberry cotton easter, and perennial flowers. There will be lighting along the side of the building and handrails of the steps of the plaza. The plaza is primarily concrete in construction, with pavers, step treads, and wall caps composed of Winona Travertine stone.

Parker Pen Ltd., England, produced a variety of special writing instruments to commemorate the Royal Wedding of Prince Charles and Lady Diana Spencer. The royal couple would do well to use any of these Parkers to write their thank-you cards for gifts. The most elite is a limited edition (1000 total) of rolled gold fountain pens which offer a certificate of authenticity, along with a golden plate featuring St. Paul's Cathedral and the message: "To Commemorate the Royal Wedding" engraved on the outside of the gift box. The U.K. also launched a nationwide search for a message which best expressed the British peoples' feelings of goodwill towards the couple. The composer of the most appropriate message in each city's newspaper will receive a copy of the special edition rolled gold fountain pen. The message selected will be printed on a greeting card and sent to the newlyweds on behalf of all of Great Britain's population.

The Parker "51" Club was once again the target of vandals, only this time, arsonists put the remaining rubble of the bulldozed building on fire. The Janesville Fire Department extinguished the blaze by 8 p.m. Sunday, July 26, shortly after the fire started.

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

10 August 1981

Issue 1065

The launch of the new Arrow line of writing instruments was cited by WILLI SIEBERGER (President-Writing Instrument Group) at the National Sales Meeting July 30 as the most massive effort that Parker has exerted since 1960 when the Parker 45 was introduced. The Arrow line represents Parker's determination to expand its share of the U.S. gift pen (over \$10) market, according to BAYARD RENNINGER (Vice President-U.S. Marketing). He reports that Parker expects to capture some 40 to 50 percent of the U.S. gift pen market within the next five years. The Arrow line is designed to accomplish this task by taking advantage of a trend toward writing instruments again being regarded as valued personal possessions.

A number of awards for distinguished performance were presented to various Parker employees at the meetings. The winner of the "Black Blazer" award was GEORGE ROHRBACHER (Credit Manager). The "Black Blazer" is awarded by election to the Janesville-based employee who provided the most support to the sales force during the previous year. Mr. Rohrbacher joined Parker in 1960 as Assistant Credit Manager and was promoted to Credit Manager in 1978. Also noted for singular achievement was MIKE HINDERLIE (Account Manager, Central Division), who received the "Salesman of the Year" award. Mr. Hinderlie's territory encompasses Minnesota, North and South Dakota. He was chosen by Regional Managers as the Account Manager who best represents the division's ideals and values.

Chinese authorities have recently announced a ban of the use of any kind of ball pen to fill out immigration papers in which personal articles are registered, according to SY HUNG (Managing Director-Parker Hong Kong, Ltd.). This announcement came after the introduction of Papermate's Erasamate in Hong Kong in June 1. Even prior to its launch, banks announced that users should guard against the danger of fraud in China by avoiding use of a certain unidentified brand of erasable ball pen.

IRENE KLEINSMITH (U.S. Marketing) has been promoted to Sales Analyst for U.S. Marketing, reporting to JOYCE GREY (Brand Analyst). Mrs. Kleinsmith was previously Supervisor, Sales Service Specialist.

RICHARD AYEN (Purchasing) has recently been hired as Production & Promotional Materials Buyer, reporting to BRUCE HUBBELL (Purchasing Director). Mr. Ayen was previously employed with Colt Industries in Beloit as a senior buyer. He graduated from the Black Hills State College, South Dakota, with a bachelor of science degree in education in 1962.

## PEOPLE TALK

W. CURTIS (Foreman-Janitors, Watchmen, & Groundskeepers) retired on August 1 after 40 years of service. ANNE NAESER (Record Center) marked her 35th service anniversary on August 5, and FRANK MEINHARDT (Product Development) noted his 30th year on the 1st.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

17 August 1981

Issue 1066

Field sales personnel in the U.S. have reported enthusiastic response to date for the new Arrow line by dealers upon whom they have been calling since August 1 -- and orders have been coming in as expected. To let the consumer know that Parker's dramatically different writing instrument line is now on the market, full-color print ads have been scheduled to appear in the following publications during the next several months: Time, U.S. News, Newsweek, Fortune, Business Week, The New Yorker and Sports Illustrated. Also, for 17 consecutive weeks, black/white ads will be placed at least once each week in The Wall Street Journal.

A press luncheon at The Palace Hotel in Manhattan is scheduled for August 19 to formally introduce the new Arrow line to national media. Reporters and editors from more than 50 business, consumer and retail trade publications have accepted Parker's invitation to cover the launch of the new line. WILLI SIEBERGER (President, Writing Instrument Group) and BAYARD RENNINGER (Vice President-U.S. Marketing) will address the press on worldwide writing instruments and the new Arrow line, respectively, and answer questions about Parker's plans and strategies to increase market share in the U.S. and around the globe.

One Parker Place renovation is rapidly approaching its final stages as the sixth floor was completely occupied by the end of last week, and the first floor is almost totally moved in. The Accounting Department with its three respective sections and the Export and Domestic Order Departments are settled in the green Herman Miller furniture on sixth floor. Machine Service, Word Processing, and the Mail Desk are the three areas located on the first floor.

Parker Mexicana received Mexico's first place award for best color print advertising for 1980 in the print-newspapers and magazines for higher-end writing instrument lines. J. Walter Thompson de Mexico is Parker's advertising agency. The presentation took place at the National Association of Advertising's annual formal awards dinner in Mexico City.

CHARLES A. BAUDINET has been hired as Corporate Financial Analyst reporting to JAMES LEIDICH (Executive Vice President) in the Corporate Finance Area. Prior to his appointment here, he was an Actuarial Assistant for Insurance Services Office in New York. Mr. Baudinet received his masters in business administration in 1981 from the Colgate Darden Graduate School of Business Administration, University of Virginia. He was awarded a bachelor of arts in economics from St. John's University, New York, in 1977.

## PEOPLE TALK

LESTER SCHUMACHER (Plastics) observed his 40th employment anniversary on the 12th. GAYLORD JOHNSON (Cost Accounting) marked his 30th year on the 13th.



PARKER

PEN

# SHOPTALKER

for

Parker Pen

Employees

24 August 1981

Issue 1067

All Parker Pen employees, retired personnel, and their families are invited to attend the One Parker Place Open House on Saturday, September 12, between 10:30 a.m. and 6:00 p.m. The Open House will feature a half-hour tour by Parker employees who volunteered to assist in showing most of the newly renovated corporate world headquarter's areas. You are encouraged to come and let your families see the dramatically modernized building. There will be parking available in both the employee and lower Court House lots.

PARKER ARROW UPDATE: Advertising plays a key role in the current Parker Arrow roll-out to the media and public. The basic strategy is to position the Arrow as a business and social gift and to emphasize its contemporary styling and elegance as symbolized by the new high-style Arrow pocket clip. The white-on-white graphics approach will be used to promote this strategy, in both print and television advertising. Three basic print ads are planned for placement. The first will position the company as the industry leader and will introduce the Arrow and is titled, "Today's Parker." The second will feature the Arrow as an ideal gift under the head, "To Give is to Receive." The third points to the Arrow's worldwide lifetime guarantee.

The print media schedule includes Business Week, Newsweek, Time, U.S. News, Fortune, The New Yorker, Sports Illustrated and the Wall Street Journal. The 30-second television spots will be aired in New York, Chicago, and Los Angeles during the Christmas buying season. Forty percent of the TV spots will be aired during prime time, and the rest in sports or early and late news programs. The theme of the spot is -- avoid the humdrum gifts this year, and give something new, elegant and eloquent. Today's choice: The Parker Arrow.

RICHARD H. GEISTER has been promoted to the position of Foreman-Garage Mechanics, Janitors/Watchmen, Groundskeeper, Maintenance-One Parker Place, in the Plant Engineering Department, reporting to EDGAR TERNEUS (Manager, Plant Facilities). Mr. Geister joined Parker in 1979 as a Journeyman-Maintenance for the Maintenance Department. He was previously employed with Gardner Machine, South Beloit, Ill., as an electrician, class A. Mr. Geister graduated in 1978 from Blackhawk Technical Institute with an associate degree in electronics.

A number of Parker products have recently received publicity in the media as being "fit for the President." In the August 7 issue of the Chicago Tribune, a political cartoon by syndicated cartoonist Jim Borgman (see accompanying page) depicts President Ronald Reagan using Parker Pens to sign his papers, and a Parker-Garrick glass containing jellybeans. Also, President Reagan was shown on most of the major networks last week signing bills for Congress with about 40 Parker Pens. JOHN GIBB (Retired Military Sales Manager) reported that they were all Systemark Specials with fiber tips.

## PEOPLE TALK

ROBERT WOLFE (General) marked his 35th service anniversary at Parker on August 23. SARAH GALLAGHER (Domestic Order Processing) noted her quarter century mark on the 20th.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

31 August 1981

Issue 1068

YOU'RE INVITED: Plans are presently in the offing for all Parker employees and their spouses to attend a reception for DONALD JACKSON, the Queen of England's scribe and on-screen narrator of Parker's "Story of Writing" film. The reception is planned for the evening of Friday, September 11, at the Arrow Park cafeteria. The film will be shown and Mr. Jackson will be available to answer questions about the film, book and his work for Queen Elizabeth II. Reception details and procedures will be posted on the bulletin boards in the near future. Mr. Jackson was interviewed on Monday, August 24, on NBC's Today Show by Jane Pauly.

The new Parker Arrow line was introduced to the media at a successful press launch on August 19 at The Palace Hotel, Manhattan. Among the publications which expressed serious interest in the story behind the Arrow were: The New York Times, Forbes Magazine, United Press International, Advertising Age, The Chicago Sun-Times, Adweek, Radio Station KSDO, San Diego; TV Station WISC (CBS), Madison; and Media Decisions Magazine -- each of which conducted personal or telephone interviews of Parker writing instrument officials.

Among consumer magazines which are planning to feature the Arrow in Christmas gift editions are: Glamour Magazine, Money, Mademoiselle, Gentlemen's Quarterly, House Beautiful, and U.S. News and World Report. In addition, several of the jewelry and retail trade magazines such as Executive Jeweler, Geyer's Dealers Topics and Jewelers Circular Keystone plan to focus on the Parker Arrow in editions which will appear within the next three months. Principal spokesmen at the news conference were WILLI SIEBERGER (President, Writing Instrument Group) and BAYARD RENNINGER (VP-Marketing, U.S.). M.C. for the event was GENE ROHLMAN (PR Manager).

NOTE: Time is running out for Parker employees to order sweaters which the Parker Pen Energy Council is offering at a 50 percent savings. By September 15, all orders must be placed with either DOLORES DILLEY at One Parker Place or CHAR MC WILLIAMS at Arrow Park.

## PEOPLE TALK

Quite a number of Parker employees note their employment anniversaries this week: Going strong with 40 years of service is VAUGHN THOMPSON (Plastics Inspection) on August 5, and, with 35 years, EUNICE COOK (Metals) on the 3rd. Reaching the 25-year milestone are: MATHESON GREEN (National Marketing), and ROBERT KURANZ (Quality Control) are on the 1st. JOAN RAYMOND (Manufacturing), BETTY MC CUE (Final Assembly), JUNE REILLY (Molding), CAROL HILL (Molding), GRACE WARD (Metals), and DOROTHY SILVERTHORN (Ballpoint Inspector) are all on the 4th. LAVELLA STEINDL (Ballpoint Inspection) notes hers on the 5th.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

8 September 1981

Issue 1069

EMPLOYEE OPEN HOUSE AT ONE PARKER PLACE: Parker employees are reminded that they and members of their family are invited to attend an Open House at the newly renovated corporate headquarters this coming Saturday, Sept. 12, from 10:30 a.m. to 6 p.m. Guests will tour a number of areas of the building and, at the end of the half-hour tour, will view a 7-minute slide program that reviews the evolution of the 3-year-long renovation project.

A letter from WILLI SIEBERGER (President, Writing Instruments) went out last week inviting Janesville area employees and their spouses to attend a reception this coming Friday, Sept. 11, 8 p.m., for Donald Jackson, scribe to the Queen of England, and the star of Parker's documentary film on the history of writing. The program will be held at the Arrow Park Cafeteria with the half-hour film being previewed for employees and refreshments served afterwards. Employees interested in meeting Mr. Jackson and seeing the film are asked to notify their supervisor by 5 p.m. on Sept. 8. Mr. Jackson was interviewed on the Today Show on August 24 and is scheduled to be the featured guest on "Live at Five" this Thursday, 5 p.m., Channel 3, Madison.

The Parker Arrow launch has all the indications of being a flight into success. "The reaction has been great to the new line," according to DAVE MAY (Parker Brand Manager). He reports that numerous department stores and key retailers have included the Arrow in their Christmas catalogs. "We've taken over a lot of space in these, knocking over the competition," he said. In addition to this, dealers have been enthusiastically receiving the engraving aspect of the Arrow, says Mr. May. An engraving manual will soon be available to dealers who want to cash in on this personalized gift approach.

At Arrow Park, employees have rallied to meet the demand for the Arrow. They have been working overtime during all three shifts for approximately the last 13 weeks and will continue to do so for the "foreseeable future," according to BERT DYBLE (Vice President-Manufacturing and Product Development).

## PEOPLE TALK

A number of employees mark their employment anniversaries this month: on the 4th, MARIAN KUMLIEN (Service) noted her 25th year. Also with 25 years are: RITA MARIN (Metals) and CHARLOTTE BRUCE (Gold Nib), both on the 10th, JANICE TOPP (Shipping) and JACQUELINE CLATWORTHY (Ballpoint) on the 11th, and MARY SIMERSON (Service) on the 12th. Congratulations to all.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

14 September 1981

Issue 1070

JAMES D. MCCARTHY has been promoted to the position of Manager, Specialty Products, at Parker-Garrick, Inc., in Dallas, reporting to BOB CURRY (Director of Marketing). Mr. McCarthy was previously Product Planning Manager in U.S. Marketing. He has been with Parker since 1971 following graduation from the University of Wisconsin-Whitewater with a bachelor's degree in business administration. Mr. McCarthy also earned a master's degree in business administration from the same university in 1977.

MATT GREEN has assumed the position of Creative Director in the U.S. Marketing Division. He was previously Manager, Marketing Communications. Mr. Green has been with Parker for over 25 years in various creative capacities with the Marketing group. He is a graduate of Denison University, Granville, Ohio, with a bachelor's degree in art and economics.

BILL WINCHESTER has joined the U.S. Marketing Division reporting to MATT GREEN. He was employed with Control Data Corporation, Minneapolis, Minn., where he was a graphic designer in the Publication and Graphics Division. Mr. Winchester graduated from the Madison Area Technical College with an associate of commercial art degree in 1976, after attending the Layton School of Art and Design, Milwaukee, in the industrial design program.

Also promoted is PAULA FALK, to the position of Marketing Materials Manager. Mrs. Falk was previously Marketing Services Manager for Special Markets in the group. She joined Parker in 1976. She graduated from the University of Wisconsin-Madison in 1976 with a bachelor's degree in art.

NEW HIRES: SANDRA BETH MCCARDLE has joined the Writing Instrument Group Finance Department as a Financial Analyst, reporting to ANGUS WALTON, (Financial Vice President for the Group's operations). She was previously employed with Intercultural Press, Inc., Chicago, as an assistant to the president and Rank Xerox Ltd., in the United Kingdom as a marketing intern. Ms. McCardle received a master's degree in business administration from the University of Chicago Graduate School of Business in 1979. She is also a 1976 graduate of Princeton University, New Jersey, with a bachelor's degree in cultural anthropology.

## PEOPLE TALK

Two service anniversaries are being observed this week. The employees are: DONALD HOAGUE (Ballpoint) on the 18th with 40 years, and RUTH ROBERTS (Planning and Control) on the 16th with 35 years.

Two Parker employees were named to WIMA committees: D. BRUCE KERR (Vice President-Industrial Relations) has been appointed to serve on the Employee Relations Committee, and MICHAEL O'NEILL (Market Research Manager) has been named to serve on the Marketing Research and Statistical Committee.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

21 September 1981

Issue 1071

All Parker employees now have the opportunity to purchase at a considerable discount, "The Story of Writing," a colorfully illustrated 176-page book sponsored by Parker and authored by Donald Jackson, the scribe to the Queen of England. The hard-bound text describes the progression of man's attempt to communicate via the written word from cave figures to contemporary handwriting. Order blanks and details are available at the main desks at One Parker Place, Arrow Park, Parker Service Center, Panoramic and Rock County Bank Building.

Mr. Jackson spoke to over 275 Parker employees and guests at the September 11 reception in the Arrow Park cafeteria. GENE ROHLMAN (Public Relations) was the emcee and WILLI SIEBERGER (President, Writing Instrument Group) introduced Mr. Jackson following the screening of a half-hour Parker sponsored film on the history of writing which stars Mr. Jackson. He also promoted penmanship skills as an art and encouraged Parker employees to start their own Calligraphy Club. The Janesville Gazette featured a story on Mr. Jackson along with his picture on the front page of the September 15th issue.

One Parker Place employees are invited to view the Open House slide show presentation September 23rd through the 25th between 12 and 1 p.m. in the 4th Floor Conference Room. Arrow Park first shift employees can view the show between 11 a.m. and 12:30 p.m. at the cafeteria. Second shift employees can view it October 1st and 2nd at 8:15 p.m. in the large conference room at Arrow Park. Third shift employees can see it at 3 a.m. in the large conference room on October 2nd. The 7-minute continuous slide show features a pictorial and narrative review of the renovation efforts over the past two years.

ROYAL WRITING INSTRUMENTS FOR SALE: Parker employees now can buy Royal Wedding pens which Parker Pen Newhaven shipped to Janesville operations. Employees have their choice of a Stainless Steel T-Ball Flighter Ball Pen, in a his & hers duet set for \$5.40, a Parker Swinger for \$1.80, or a Stainless Steel Flighter Jotter etched with a picture of St. Paul's Cathedral for \$2.70. Order blanks and display case are at Arrow Park in the north lobby and in the employee lounge at One Parker Place on September 21. Orders must be in by October 15.

A SPECIAL CONTEST: All Janesville employees are eligible to enter a contest that Parker is sponsoring which seeks creative suggestions for new commemorative of "special event" pens. The five most creative and feasible entries will be awarded one of the limited edition (1000 total) of serially numbered gold 105 fountain pens featuring the Prince of Wales crest. Contest rules require a written descriptive entry, rather than a pictorial representation. Entries must be in by October 7 at 5 p.m. at the reception desks at Arrow Park and One Parker Place.

## PEOPLE TALK

These Parker employees will be making their service anniversaries this week: KENNETH BUCKHOLTZ (Molding), ROBERT BUTTERS (Plastics) and ALBERT F. CASH (Service) all note their 40th year on the 22nd. EUGENE BRUMMOND (Modeling) marks his 40th year on the 26th.

PARKER  
PEN

# SHOP TALKER

for  
Parker Pen  
Employees

28 September 1981

Issue 1072

Some 4,000 Janesville area visitors and employees attended the Open House programs at One Parker Place on September 12 and 19. A special insert in the September 19 issue of the Janesville Gazette included a series of articles about the building's renovation, tour highlights, the sculpture "Calligraph," the Parker Arrow line and a historical review of the company's products. A full-page advertisement inviting the community to attend the Open House and a number of photos of the remodeled corporate world headquarters were also featured.

A letter of congratulations and thanks from GEORGE PARKER (Board Chairman, President and CEO) went out last week to 95 employees who "contributed time and talent to make the One Parker Place Open Houses so successful."

Parker Pen was recently listed as a company stock which will outperform the market in the next 12 months, relative to all 1700 stocks under review by the Value Line Investment Survey. The stock analysis promotional brochure was distributed to every subscriber to the Wall Street Journal. Value Line has an estimated circulation of more than 90,000.

ROGER AXTELL (Vice President, Latin American Operations) has been named to the Governor's Advisory Committee on International Trade, an advisory group established by Governor Lee S. Dreyfus to assist him in promoting and developing international trade in Wisconsin. The first group project is the staging of a statewide "Wisconsin Export Week" from October 4-10. Governor Dreyfus said that he ranks development of international trade one of his top three priorities, inasmuch as export growth creates new jobs.

Parker Pen recently donated an "International Year of Disabled People" flag to the Rock County Board for the "IYDP." The Board is planning a display for its IYDP Day on October 3 at the Janesville Mall, with the purpose of pointing out barriers disabled people face in society, and to show specially developed technological equipment for the disabled. ANNE RUSSO (Personnel Representative) and HERB HUEBNER (Employee Benefits Manager) are members of the Board and helped plan the event.

SUE FURAN (Planning & Control) has been promoted to Inventory Analyst, reporting to ROBERT REYNOLDS (Scheduling Supervisor). She was previously an Inventory Auditing Clerk in the Planning & Control Department. It was 1977 when she joined Parker as a Lab Technician in Research. Ms. Furan was previously employed with Libby, McNeill & Libby in Janesville.

## PEOPLE TALK

ERNEST E. SPRY (Truck Driver) will retire after 45 years of service on October 1. The best to Ernie in his retirement. CHARLOTTE WILSON (Communications) will note her 25th year at Parker on the 1st of October.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

5 October 1981

Issue 1075

Print advertising for the new Arrow line broke last week in a number of major business and news magazines and the Wall Street Journal. According to C. EDWARD LITTLE (Manager, National Marketing Services), the initial wave of ads are introductory and focus on the new product from "Today's Parker." A second rotation focuses on the Arrow's full worldwide, lifetime guarantee, with a third rotation, to appear as the Christmas buying season approaches, that will emphasize the new line's gift appeal. Magazines in which the ads have and will continue to appear in are: Business Week, Fortune, Newsweek, Time, U.S. News and World Report, New Yorker, Sports Illustrated, and, for 17 consecutive weeks, The Wall Street Journal. To raise awareness of the Arrow as a viable gift option at Christmas, a 30-second spot commercial will begin appearing the week of November 30 in the following cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Washington, Atlanta and San Francisco. The budget for the 4-month advertising campaign is about \$2.2 million.

Parker Pen has established its newest Writing Instrument Group subsidiary in Tokyo, Japan, to serve the market directly. HANS SCHROEDER, has been named Managing Director, reporting to PETER KIBBLE (Vice President, Asia/Pacific). The subsidiary is located in Tokyo. Before joining Parker, Mr. Schroeder was the Executive in charge of the Myer Eastern Buying Division, part of Thames Industries, Ltd., in Tokyo, Japan.

Employees of the Janesville Writing Instrument Group operations and corporate administration will be solicited for the 1981 United Way drive for Rock County at meetings that will be conducted by co-workers throughout the plant and offices during the week. This year's goal for Parker employees is \$40,500. The money raised will be used to support 19 human-services agencies that operate in Rock County and are associated with the United Way. The total North Rock County goal is \$401,104. A letter from GEORGE PARKER (Board Chairman, President, and CEO) went out to employees, urging them to give careful consideration to their contributions. At the meetings, the national United Way film, "Real Heroes," starring Charles Bronson, will be shown. Special issues of SHOPTALKER will report progress toward the solicitation goal during the next few weeks.

LELAND R. ARNOLD has been promoted to Production Engineer in the Engineering Department, reporting to JAMES KUKUK (Director, Manufacturing Engineering). Mr. Arnold has been with Parker since 1977, when he started as a Journeyman Maintenance Mechanic in the Maintenance Department. He was previously employed as a bio-medical electronics technician with Rice Memorial Hospital in Willmar, Minn. He is a 1971 graduate of the Wisconsin School of Electronic with an associate degree in electronics.

## PEOPLE TALK

ROBERT W. THOMPSON (Shipping) will mark his 40th year at Parker on October 6. HOWARD MEDROW (Payroll) will note his 35th year on the 10th.

PARKER  
PEN

# SHOPTALKER

for

Parker Pen

Employees

7 October 1981

Issue 1079

The company last week announced consolidated net sales of \$339.9 million for the first half of the current fiscal year ended August 31. This compared with net sales of \$347.6 for the same period a year ago. Company officials estimated that sales were reduced by about \$53 million for the six months because of the lower value of foreign currencies translated into U.S. dollars. Net earnings for the half were down to \$4.5 million, or \$.26 per share, from \$16.8 million, or \$.99 per share, a year ago.

For the second quarter, net sales were \$171.8 million, compared with \$182.4 million for the same period the previous year. Second quarter net earnings were \$2.3 million, or \$.13 per share, against \$8.4 million, or \$.49 per share last year. Company officials reported that the negative impact of currency fluctuations on earnings during the half was \$9.3 million, or \$.55 per share. Officials also estimated that operating profits for the six months were reduced by about \$3.6 million due to the lower value of foreign currencies against the dollar.

Parker Pen's film on the history of writing has been selected for continuous showing during a three-month exhibition entitled, "Writing and Reading," which began on September 2, at the Cooper-Hewitt Museum, New York City. The Cooper-Hewitt Museum is the National Museum of Design of the Smithsonian Institute. Museum officials estimate that more than 50,000 visitors will tour the exhibition which will broadly outline the history of writing and printing and survey the book arts. Should employees be visiting New York during the next three months, the museum's address is 2 East 91st Street. Parker's film, "Alphabet: The Story of Writing," was produced by Parker Pen International, Ltd., London, and is currently being offered as a free-loan film and for rental and sale throughout the U.S.

CORRECTION: The statement in the September 28 issue of SHOPTALKER quoting Value Line Investment Survey, forecasting that Parker stock will outperform the market during the next year, was incorrect. The August 28 issue of Value Line gives Parker stock a low timeliness rating but advises investors to be patient, indicating "that Parker Pen has wide capital gains potential to 1984-86." Also, in that issue, Value Line ranks the company's financial strength A+.

Final touches in the form of flora are presently being added to the main entrance plaza and the west parking and loading area at One Parker Place. J.P. Cullen & Sons Co. is currently working on construction. Near the loading dock on the west side of the building, a retaining wall is being installed for purple leaf winter creeper. Three columnar red maples will be planted nearby. Planters are being constructed on the north main plaza surrounding the Calligraph sculpture and near the front north level entrance. These will contain winter creeper, barberry and juniper. According to CHARLES ZINSMAS (Vice President-Corporate Facilities), these plantings are being added to enhance the corporate headquarter's appearance

## PEOPLE TALK

HELEN L. DRANSFIELD (Metals) will note her 25th year at Parker on October 12.



PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

19 October 1981

Issue 1080

BENNO A. BERNT, president of the Ray-O-Vac Corporation, Madison, was elected to Parker's Board of Directors on October 14. He filled the vacancy caused by the death of John K. Collings, former vice-chairman of the Coca-Cola Company. As president of Ray-O-Vac, Mr. Bernt is responsible for all domestic and world wide manufacturing and marketing activities in primary batteries and portable lighting devices.

The Parker Board also declared a regular quarterly dividend of thirteen cents (\$.13) per share payable January 8, 1982, to stockholders of record as of the close of business on December 28, 1981.

Parker pens were included as examples of products that last in a roundup feature which appeared in the October 14 issue of the Wall Street Journal. In the article, "Believe It or Not, Some Appliances Last for Decades," Mr. Henry Josten, editor of a biweekly newspaper in Saybrook, Conn., was quoted as saying that his 40-year-old Parker fountain pen "still works fine...." He also related that he still uses two Parker ball pens that he bought more than 20 years ago and had to buy only one refill each. "To my amazement, they just keep on writing," he said. Mr. Josten's name was submitted to WSJ reporter Tom Lueck by Public Relations when he called seeking examples of products that endure. Mr. Josten had written a complimentary letter to Parker in May, 1980.

PERSONNEL DEPARTMENT HIGHLIGHTS: HERB HUEBNER has been promoted to the position of Director, Personnel Administration, reporting to BRUCE KERR (Vice President-Personnel and Industrial Relations). Mr. Huebner's most recent position was as Employee Benefits Manager. He joined Parker in November 1977. He received a master's degree in personnel management from the University of Wisconsin-Madison in 1973 and a bachelor's degree in business administration from the University of Wisconsin-Whitewater. He is also Accredited Personnel Specialist.

Also promoted is CAROLYN WUEBBEN to Supervisor, Personnel Development, reporting to Huebner. Ms. Wuebben was most recently Personnel Administrator, and joined Parker in May 1978. She received her bachelor's degree in business administration in personnel management from the University of Wisconsin-Whitewater in 1978.

In a related announcement, the Personnel offices will move from Arrow Park to the third floor at One Parker Place in the near future, according to Mr. Kerr. The Industrial Relations function, headed by RICK EDWARDS (Manager, Industrial Relations), will remain at Arrow Park.

## PEOPLE TALK

Employees being honored for 40 years of employment are WILFRED C. ANCLAM (Crew Machines) on the 20th, JOSEPH F. DULIN (Ballpoint) on the 21st, and CHARLES E. JOHNSON (Production & Shipping) on the 22nd. LOLA PETERSON (Administration) marks her 25th anniversary on the 22nd.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

26 October 1981

Issue 1081

PARKER FORMS FINANCIAL SERVICES VENTURE -- The company announced on Wednesday, October 21, that First Deposit Corporation, San Francisco, has acquired a majority stock interest in the Citizens National Bank of Tilton, N.H. First Deposit is a majority-owned affiliate of Parker acquired earlier this year.

First Deposit was formed to develop innovative financial services to meet changing consumer needs. Parker views financial services as an attractive field in which to make a venture capital investment, according to JAMES A. LEIDICH (Executive Vice President).

A team of 17 Parker marketing and sales personnel joined forces in Cincinnati from October 12-14 to call on some 450 existing and new accounts there, Dayton and Columbus in order to directly introduce the Arrow line in a region where Parker sales had recently been weak. This was an effort to provide the region's new Account Manager, DAVID CASTRUCCI, with a firm base for the future. The Cincinnati Enquirer carried a story on the local Parker blitz, which will include newspaper and TV advertising between now and Christmas. Sales Director JOHN GEARY reported that the team opened more than 40 new accounts and wrote up Arrow line orders exceeding \$85,000.

Mr. Castrucci was graduated in 1981 from the University of Cincinnati with a bachelor's degree in business administration with an emphasis in marketing.

TOUR SCHEDULE CHANGE: The regularly scheduled tour starting times at Arrow Park will change effective November 2 from 2 p.m. to 1:30 p.m. on Monday through Thursday. Friday tours will continue to begin at 10 a.m. Reason for the change: to avoid having tourists in the plant after some of the first-shift operations close. Tours are an hour long, and if employees wish to schedule a tour at times other than those listed, they should contact LAUREN SCHULLER (Community Relations Specialist) at 7104 to make reservations.

Parker Pen-England, Newhaven, in September launched a new line of writing instruments called "Roller Ball," which will range in price from L 1.95 up to L 25. The liquid-ink system line has taken five years to develop, according to JACQUES MARGRY (Managing Director). Press clippings report that Parker forecasts sales of more than 3 million units in 1982 and that the ad campaign is the largest in the UK company's history.

## PEOPLE TALK

WANDA M. KILMER (Metals) will retire on October 30 after over 40 years of service at Parker.

EDNA SANDS (U.S. Export) will mark her 25th year service anniversary on October 30.

BRUCE LAUTENSCHLAGER (Communications Coordinator) was recently awarded his Certified Public Accountant certification after having passed the requirements set up by the Wisconsin State Accounting Examining Board.

2 November 1981

Issue 1082

Beginning this week, U.S. Marketing will launch a mailing of some 7,000 easy-to-understand, step-by-step, informational manuals showing direct account dealers how to engrave names or initials on the tri-faceted clip of all models of the new Arrow line of writing instruments. A plastic holding jig, to be used with standard engraving equipment and especially designed to secure the Arrow clip, will be offered along with the 12-page instructional books.

"Currently, the Arrow is the only line on the market which can take engraving on the clip of each model. This engraving program will help many of our dealers -- who don't currently offer engraving -- establish better volume in pen departments because of a quick-turnaround, on-location engraving service," says DAVE MAY (Parker Brand Manager). "Our research indicates that three of four writing instruments in the over-\$10 category are purchased as gifts. With this program, we want to let the retailers share in the tremendous gift appeal of personally engraved merchandise."

LOREN HABENEY has recently joined the U.S. sales force as an Account Manager who will work major portions of Indiana and the southwest section of Michigan. He is located in Indianapolis and will report to KEN FOBES (Central Region Sales Manager). Mr. Habenev was graduated from Indiana University in 1975 with a master's degree in education and, in 1973, a bachelor's degree in communications.

PUBLIC RELATIONS is currently offering on a free-use basis the half-hour version of the 16 mm. film, "Alphabet: The Story of Writing," to public and private schools as well as social and service clubs in the Janesville area. Two copies of the film have been placed in circulation and will be distributed through the Janesville Public Library. Employees interested in reserving the documentary on the development of the Western alphabet are asked to call the Library system at 752-5739.

Nationally, 30 copies of the half-hour version are being circulated for free-loan use by Modern Talking Pictures, St. Petersburg, Fla. To date, more than 50 schools, libraries and calligraphy clubs have booked the film for showing to their groups. The program was made available on October 1.

#### PEOPLE TALK

ROBERT MAIR (Molding) will mark his 40th year service anniversary on November 3. HARRY HULICK (Manufacturing) will reach his 35-year milestone on the 4th. Both JOHN ANDERSON (Sintered Specialties) and ROGER AXTELL (Latin American Area) will note their 25th year of service on the 5th. Congratulations to all.

9 November 1981

Issue 1083

BRUCE LAUTENSCHLAGER has been promoted to the position of Director of the newly created Department of Facilities and Services-Parker Place Complex (One Parker Place, Parker Service Center, related grounds and parking facilities), reporting to AL DIOTTE (Vice President-Administration). He is responsible for Office Services, including Communications, Machine Service, Mail Desk, Record Center, Stationery Supplies, and the Parker Place Garage, while retaining responsibility for Word Processing.

The new department's purpose is to centralize Parker Place Complex responsibilities for: establishing and monitoring policies and procedures to assure adequate and economical office planning, managing and controlling office service functions to effectively meet the needs of the Complex, and assure proper maintenance, security and appearance of the Complex, according to Mr. Diotte.

ELAINE GRENZOW (Personnel) was presented her Certified Professional Secretar certificate at the Professional Secretaries International Annual Executive Night on October 29 at the Holiday Inn, South Beloit. A graduate of Blackhawk Technical Institute, Ms. Grenzow has been a secretary in the Personnel Division for the last three years.

The story of Parker's launch of the Arrow line has, to date, appeared in some 40 U.S. publications with an equivalent total advertising space value of more than \$37,000, according to GENE ROHLMAN (Manager, Public Relations). This figure does not include the value of the wire stories that appeared on the Dow Jones wire service that went to every brokerage house in the U.S. The Arrow is scheduled to appear in gift sections of Mademoiselle, Gentlemen Quarterly and House Beautiful in the next month or two.

Check your calendar for Friday, December 11--the date of Parker's annual office Christmas Party at the Holiday Inn, South Beloit. This year's theme is "A Christmas Carol," and those interested in volunteering their vocal cords for the choir performing during the program are asked to contact HARRIET SORGE, Ext. 7036. More information will be posted on the bulletin boards soon.

HENRY SCHLICHTING (General Manager-Parker Mexicana) will head the Fondo Unido (UCF) 1981 campaign sponsored by the American Society of Mexico.

#### PEOPLE TALK

LUCILLE HARWICK (Service) will mark her 35th year service anniversary on November 12. Congratulations.

16 November 1981

Issue 1084

ARROW PARK REPORT--Most employees at Arrow Park can look forward to a less rigorous work schedule after this week and for the upcoming holidays, according to BERT DYBLE (Vice President-Manufacturing and Product Development). After having worked overtime for approximately the last five months to "get the Arrow out," Mr. Dyble projected that "we will be caught up with the total situation by this week." He went on to say that while the need for full overtime has decreased, some overtime will continue in a few areas of the factory.

Mr. Dyble also stated that many of the technical problems associated with the manufacturing processes for the Arrow product have been resolved and that a few design changes have been implemented to improve reliability and reduce cost. "Overall, there has been a good response by the staff to early sales of this newly introduced product," he said.

THOMAS JEFFRIS has been promoted to the newly created position of Director, Competitive Research and Analysis, reporting to MANVILLE SMITH (Vice President, Writing Instrument Group Strategic Planning). Mr. Jeffris was previously Manager, Military Sales, in U.S. National Marketing. He will be responsible for developing and maintaining a data bank on competitive information for use by the group's top management and coordinating the efforts of a competition command group. Mr. Jeffris holds a bachelor's degree from Brown University, Providence, R.I. He joined Parker in 1971.

ERIK LAPRADE has also been promoted to Marketing Services Manager, Special Markets, reporting to BAYARD RENNINGER (Vice President, U.S. Marketing). In his new position, Mr. LaPrade will be responsible for Military Sales worldwide and continue responsibility for worldwide Duty Free sales. He was previously Duty Free Marketing Services Manager and joined Parker in 1980. He earned a master's degree in international management from the American Graduate School of International Management in Phoenix, Ariz., in 1980.

PARKER MEXICANA has recently moved its Administrative, Sales and Accounting offices to its new location in Mexico City. The addresses have changed to Plaza Villa de Madrid No. 1, First Floor, Colonia Roma 06700, Mexico, D.F. Office telephone numbers have changed too. The factory remains at the old location, according to HENRY SCHLICHTING (General Manager-Parker Mexicana).

The Parker 51 Club will hold its next meeting on Wednesday, November 18, at Harpo's North, Milton, starting at 6 p.m. Club officers will be elected and prospective members are welcome to attend. More details will be distributed via an inter-office mailing soon.

23 November 1981

Issue 1085

The results of a national study on international business gift exchange customs, sponsored by Parker, were offered to national media last Wednesday, November 18, at a press breakfast in New York City. Dr. Kathleen Reardon, communication sciences professor at the University of Connecticut, conducted the study. It is the first to search for information about the dos and don'ts of business gift etiquette in several global regions frequented by American businessmen: Western Europe, Japan, The Arab Countries, Latin America and The Peoples Republic of China. Parker's objective is to interest business and travel reporters to do stories based on the study results, with credit to Parker as sponsor--thus raising awareness of the company's world leadership in the gift business.

Among the media present at the press conference were: Newsweek, Playboy, Madison Avenue, Glamour, and Pan Am Clipper. Dr. Reardon was also interviewed live by WNCA Radio, New York City, and by NBC Radio and National Public Radio for breakfast features. Additionally, major business publications, such as Forbes, and Business Week have expressed an interest in the study and plan to interview Dr. Reardon in the near future.

Parker Pen England has begun work on the building of a 20,000 square foot extension of extra space for its already existing Newhaven factory. The addition's primary purpose is to improve working conditions for the company's approximate 1,000 employees as well as enable them to cope with long-term expansion plans and increased sales of Parker's new Rollerball pen. JACQUES MARGRY (Managing Director) said the building construction will continue while the employees work because many parts of the factory are in use 24 hours a day.

A "Day of Writing" will become a regular event in an increasing number of Swedish schools, due to the innovation of Parker Pen in Sweden. After a study showed that only 25% of the people between the ages of 10 and 30 knew what a fountain pen was, Parker established a "Swedish day of Writing" in which the teachers impressed the virtues of good handwriting on their pupils. Parker provided the teaching kit, which included the "Story of Writing" film and the materials for making quill pens. The pupils each undertook a project on handwriting aimed at introducing them to calligraphy, and were lent a fountain pen to try out too.

The art magazine, Gibbes Calendar, featured an article in its July/August issue, highlighting the development and aesthetic use of the ballpoint pen medium in art. A collection of 30 drawings by recognized artists from all over the country titled, "10 Pens" was recently shown at the Gibbes Art Gallery in Charleston, S.C. The article describes the various artists' works and the variety of techniques, styles, and subjects explored with the writing instrument. The author of the article states, "by virtue of its mass use and acceptance, the ballpoint pen lends a certain universality of expression and popular recognizability to works done in the medium. Its simplicity and convenience are also assets."

PARKER

PEN

# SHOPTALKER

for  
Parker Pen  
Employees

7 December 1981

Issue 1086

ARROW UPDATE: Parker's new Arrow line is successfully selling through to the consumer across the U.S. during the last few weeks before Christmas, according to BAYARD RENNINGER (VP--U.S. Marketing). "Although the state of the economy is very sluggish and retailers are reluctant to inventory gift merchandise, we are receiving a good number of repeat orders from all parts of the country, which indicates the consumers' acceptance of the product," Mr. Renninger reports. Substantiating trade interest in the line, Mr. Renninger notes that Parker sales people have used the Arrow to open more than 1,700 new accounts since the introduction, compared with some 600 accounts opened during the same period a year ago.

To date, the matte black models have been the most popular in unit volume, with about a third of line sales. Account managers report that the major selling features of the new line include contemporary styling, the full worldwide, lifetime guarantee; the engravability of the clip and the support of the advertising program. This includes 30-second TV spot commercials that are being aired in nine U.S. cities until a week before Christmas. Quick-turnaround reorders are already being phoned in by dealers in cities where the TV spots are showing and the Arrow has been sold out. Mr. Renninger reports that all the sales field success stories indicate that the Arrow line, with the look of "Today's Parker," has been very well received.

The U.S. National Marketing group traveled to the Winter Sales Meetings held last week at three different locations. The North and South Regions met in Itasca, Ill., the Eastern Region met in New Jersey, and the Western Region met in Marina del Rey, Calif. A number of subjects were covered: a review of the Arrow line progress, the introduction of a new improved Jotter On-Counter Display, the announcement of plans for U.S. distribution of the RB-1 -- Parker-England's "hot, new" roller ball pen with an exterior of matte black polycarbonate and satin finish trim; and the introduction of the Classic ball pen and mechanical pencil in matte black with 22K gold electroplate at a price point of \$15 each, retail. A number of incentive programs for the account managers and retailers were also reviewed.

Clarification: In the November 16 issue of SHOPTALKER, it was reported that Parker Mexicana recently moved its Administrative Sales and Accounting offices to a new location. Although the office location has changed, the mailing address remains the same: Parker Mexicana, S.A. de C.V., Apartado No. 246, Mexico 1, D.F. Parker Pen Peruana, South America, has also moved to its own building at Avenida Olavegoya 1821, Jesus, Maria, Lima. Their mailing address also remains the same.

## PEOPLE TALK

DAVID J. SELGREN (Metals) retired on December 1 following 39 years of employment at Parker. EUNICE M. COOK (Metals) also retired on the 1st, after 35 years here. Congratulations to both.

PARKER

PEN

# SHOPTALKER

for

Parker Pen

Employees

14 December 1981

Issue 1087

WILLI SIEBERGER (President - Writing Instrument Group) announced last week that PETER KIBBLE has been named Vice President and Area Manager for the North American Area, effective March 1, 1982. Presently Vice President and Area Manager for Asia/Pacific, Mr. Kibble joined Parker in May 1979 as General Manager of Parker-Australia and then served as Managing Director of Parker Pen Far East Ltd., Hong Kong, before being promoted to his present position in June 1980. Before joining Parker, he was associated with the Sheaffer-Eaton Division of Textron Pacific in Australia as marketing director and with Inchcape in Malaysia/Singapore as a consumer products manager. He holds a general certificate of education from Abdingen, Oxford.

Also last week, a number of announcements were issued by ANDRE L. STEINER (VP and Area Manager, Europe, Africa and Middle East). AXEL HERTLEIN has been appointed General Manager of Parker Pen International Ltd., London, reporting to Mr. Steiner and succeeding PETER WARD, who will retire at year's end following 34 years' service with Parker in England. Mr. Hertlein comes to Parker from Display Design, a German company, where he had been responsible for operations in the UK and as sales director of Europe. He had previously been associated with Liggett & Meyers International and Philip Morris International in Europe. A native of Austria, Mr. Hertlein was graduated from the Commercial Academy, Graz.

Mr. Steiner also announced that PIERRE MILET has been appointed General Manager of Parker France. Mr. Milet was president of European operations for Max Factor for the past seven years. Before that, he was with Time-Life International. He received his university degree from Ecole des Hautes Etudes Commerciales, Paris.

PRESIDENT REAGAN recently sent a personal note of thanks to Mr. Sieberger for the matte black Parker Arrow pen and pencil set that was sent to him as part of a sampling program for the Arrow line. He wrote, "I appreciate being remembered with this personalized set, and I am grateful to you and your associates for your efforts to help narrow the national trade deficit. It is always encouraging to learn of the special endeavors within the private sector to expand our nation's economy." The president's cabinet members and U.S. Senators also received Arrow pen and pencil sets as part of the program.

Robert F. Longbine, president of Champion International Corporation, says of Arrow: "The Arrow is well named -- it's sharp, neat and right on the mark! It's obviously a first-class product." Charles N. Olsen, president of Union Pacific Foundation, reports: "I have used the (gold-filled Arrow) set for a week now and find it very comfortable to write with and I like the way it securely grips a shirt pocket. I also like the unique styling which sets it apart from the 'other' pen commonly seen today... If it is like other Parker products I have used in the past, I will be enjoying the Arrow set for many years to come."

ROBERT MCLAUGHLIN (National Marketing) notes 35 years of service with the



PARKER  
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# SHOPTALKER

for  
Parker Pen  
Employees

21 December 1981

Issue 1088

ROGER AXTELL will join the Corporate Staff as Director of Financial Relations effective January 1, 1982, reporting to JAMES LEIDICH (Executive Vice President). He will be primarily responsible for building a broader financial relations program. Formerly Vice President of Writing Instrument Group operations in the Latin American Area, Mr. Axtell has had a number of public relations, corporate administrative and international marketing assignments with Parker since 1956.

GERALD S. DAVIS has been promoted to the position of Controller, North American Area, reporting to PETER KIBBLE (Vice President-North American Area). Mr. Davis was most recently Director, Writing Instrument Group Accounting, and joined Parker in 1979. He had previously held financial management posts with Singer. He has a bachelor's degree in accounting from St. John's University in New York.

CHARLES J. SMITH has been appointed Corporate Cash Manager in the Corporate Finance Division, reporting to WILLIAM S. HARRIGAN (Corporate Treasurer). Mr. Smith was previously Cashier in the division. He has worked in various financial positions here for over 35 years.

Newspapers and radio stations from around the nation--and world--are using the results of the Parker-sponsored study on international business gift protocol conducted by Dr. Kathleen Reardon of the University of Connecticut. Associated Press and United Press International feature stories on the study have appeared in more than 120 newspapers, among them The New York Times, Houston Post and Chronicle, Denver Post, San Francisco Daily Commercial, Newark Star-Ledger, Minneapolis Tribune, Phoenix Arizona Republic, Atlanta Constitution, and a newspaper in Asahi, Japan.

Radio coverage to date has been reported from Glasgow, Scotland; Washington, D.C.; Montreal, Canada; Philadelphia, Seattle, Salt Lake City and many other U.S. cities. Also, thus far, more than 300 copies of the study have been ordered by various governmental and business organizations and individuals who have seen publicity. The idea behind the project is to help raise awareness of Parker as the experienced international leader--and authority--in the global gift business.

NOTE: There will be no issue of SHOPTALKER on December 28 or January 5 because of the holiday vacation schedule.

## PEOPLE TALK

Retiring on January 1 with 36 years of service is WALTER E. BANCROFT (Buyer-Purchasing Dept.) and CHARLES ZINSMASER (Vice President-Corporate Facilities), with over 26 years of employment. The best to both in their retirement. Marking 25 years of service on the first day of the new year is MARVIN BARNES (Office Services). ROBERT RYAN (Product Development) also notes the quarter-century mark of employment on January 2.

\*MERRY CHRISTMAS TO ALL AND A JOYOUS NEW YEAR!\*